

# LIFE

## THE MISSILE MAKERS

INTRODUCING THE LEADERS  
OF OUR CRUCIAL INDUSTRY

LASSIE GETS A NEW FAMILY

A TRIPLE THREAT  
ITALIAN BEAUTY:  
ELSA MARTINELLI

NOVEMBER 25, 1957 **25** CENTS



# Only Viceroy gives you 20,000 FILTER TRAPS FOR THAT SMOOTHER TASTE



**AN ORDINARY FILTER**

Only *half as many* filter traps in the other two largest-selling filter brands! These simplified drawings dramatize the difference between Viceroy and ordinary tips: Only Viceroy gives you 20,000 filter traps, for that smoother taste!



*Actual photomicrograph of ordinary filter section.*



**THE VICEROY FILTER**

You can *see* the difference in the Viceroy tip! It gives you *twice as many* filter traps as the other two largest-selling filter brands! Yes, there are 20,000 filter traps in every Viceroy tip—20,000 filter traps, for that smoother taste!



*Actual photomicrograph of Viceroy filter section.*

Twice as many filter traps as the other two largest-selling filter brands!

Compare! Only Viceroy gives you 20,000 filter traps—*twice as many* as the other two largest-selling filter brands—for that smoother taste!

*Plus*—finest-quality leaf tobacco, Deep-Cured for extra smoothness!

Get Viceroy! 20,000 filter traps, for the smoothest taste of all!

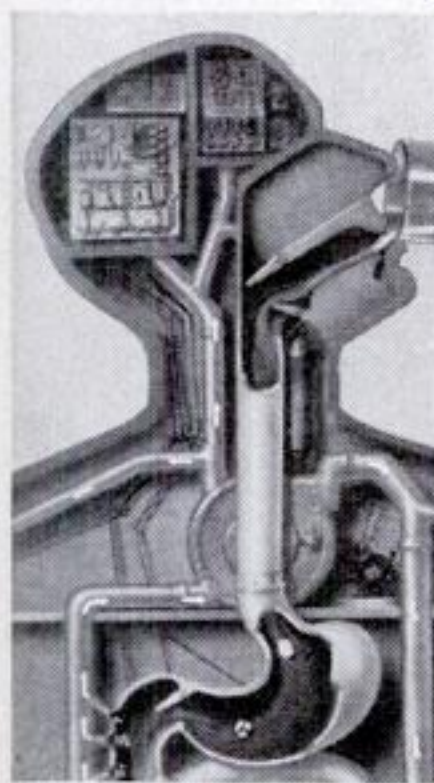


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## When you can't take time out...take **BUFFERIN®** Acts twice as fast as aspirin to relieve pain!



**1.** Medical science knows that a pain reliever must get into the blood stream to relieve pain.

**2.** Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream *twice as fast* as aspirin. So . . .

**3.** Bufferin acts *twice as fast* as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

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For wonder-working Bufferin brings soothing relief in minutes, actually goes to work *twice as fast* as aspirin.

What's more, you need fear no side effects with Bufferin. For Bufferin is gentle as well as fast. It won't upset your stomach as aspirin so often does.

Next time you travel, be sure to carry Bufferin with you. It's the *modern* answer to pain.



ANOTHER FINE PRODUCT  
OF BRISTOL-MYERS

If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.

This One



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## U.S. missile men

New U.S. pioneers, the missile makers, have built a dynamic new industry whose extent—shown in 10 pages—will surprise most Americans.



MISSILE MAKER

## Triple threat Elsa

Starting as a barmaid, graduating to modeling, the movies and an aristocratic marriage, Elsa Martinelli is now a triple threat in beauty, style, talent.



ELSA MARTINELLI

## New view of antarctic

A writer makes an offbeat antarctic report—doctor who looks like a knight, barber who flies to the pole, man who came down just for a 15-minute job.



ANTARCTIC WHITE-OUT

## Greatest living composer

Stravinsky, greatest living composer, is having his greatest concert year. LIFE shows him and the superb art—the ballet settings—he inspired.



IGOR STRAVINSKY

## New friends for Lassie

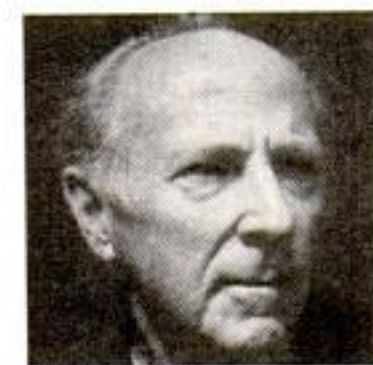
With a great deal of worry, trouble and ingenuity, television's Lassie is given a whole new family and is introduced to a frisky, 7-year-old co-star.



LASSIE AND NEW CO-STAR

## The color of Weston

Edward Weston, master of black-and-white photography, only once tried his hand at color and turned out works of unsurpassed beauty.



EDWARD WESTON

32

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On her recent trip to New York City, Elsa Martinelli models one of her favorite sweaters—an alpaca—which she bought in Capri, and a necklace of gold beads designed by Luciana (see pp. 115-122)

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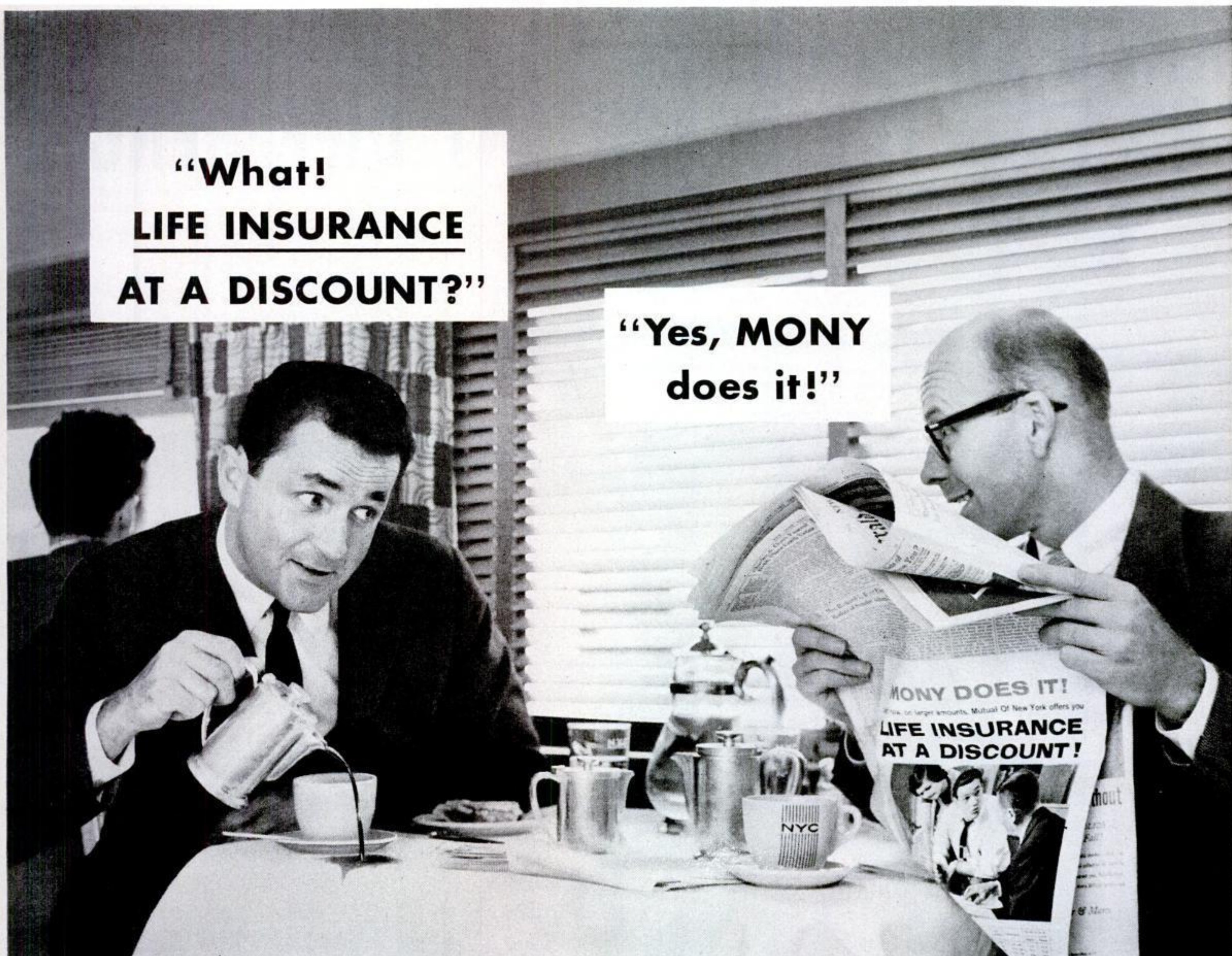
LIFE,  
NOV. 25, 1957

VOLUME 43,  
NUMBER 22



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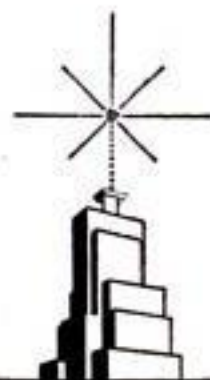
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\$41<sup>95</sup>

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\$79<sup>95</sup>

### HI-FI PORTABLE RADIO-PHONOGRAPH COMBINATION

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\$159<sup>95</sup>

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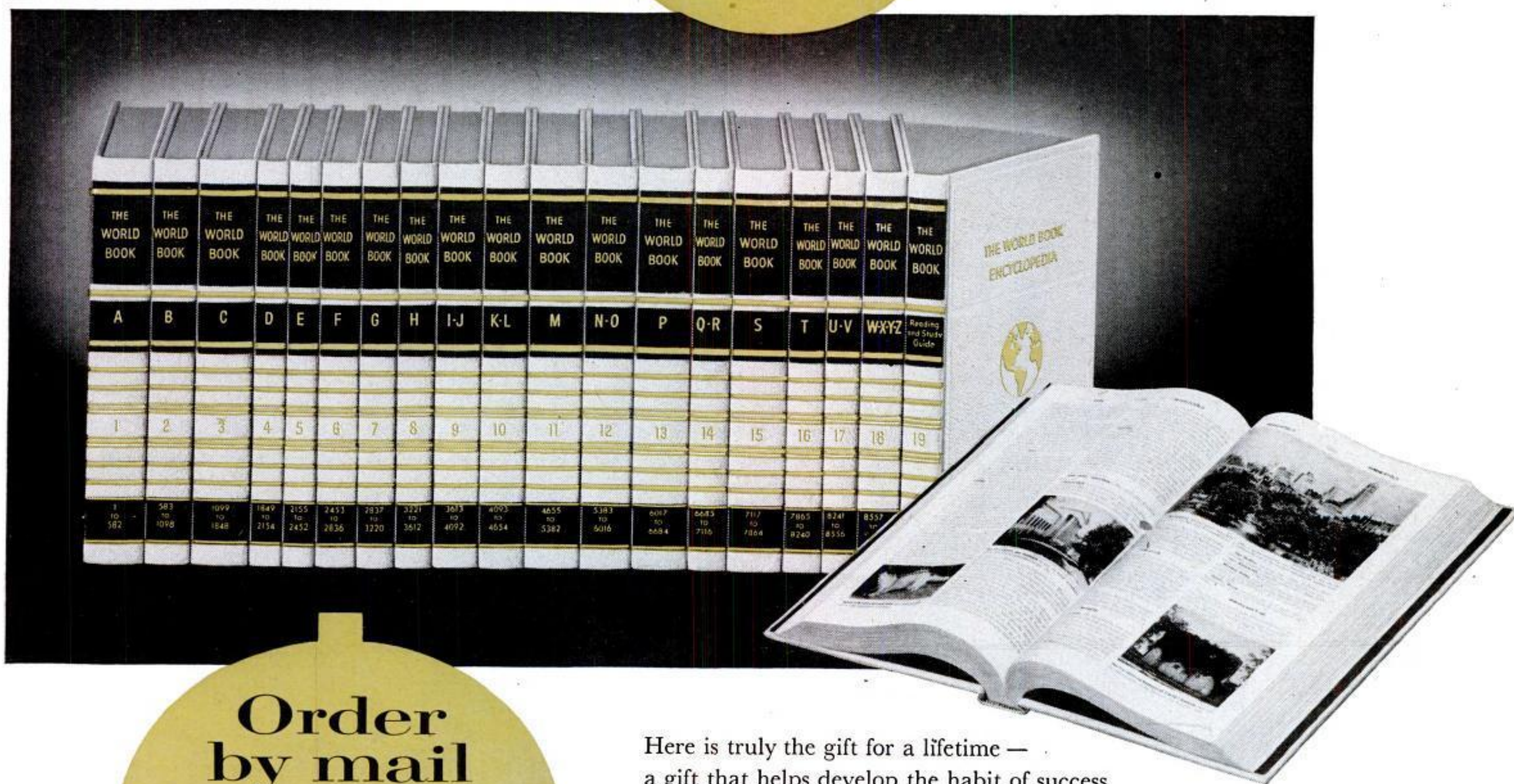


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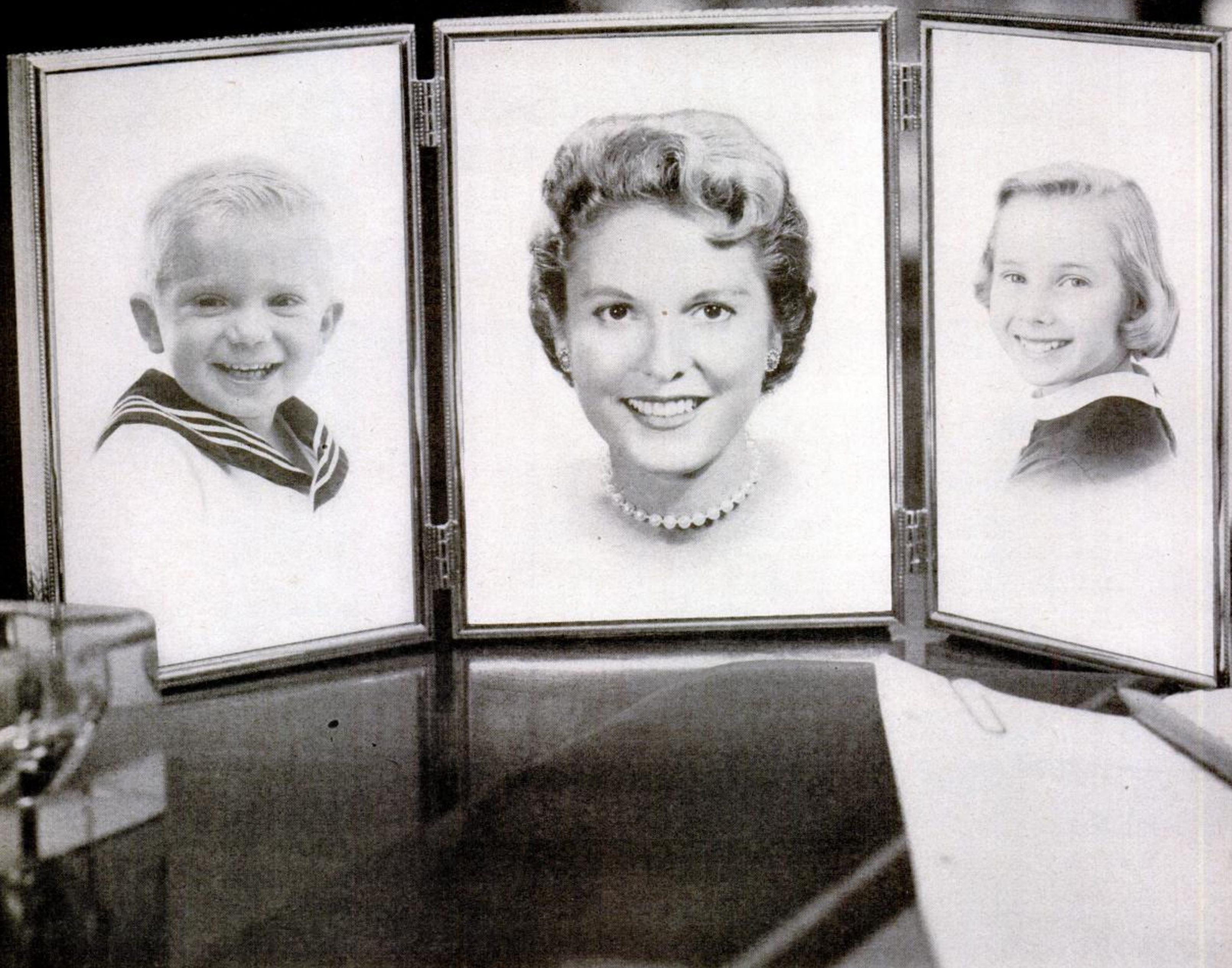
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**PARKE-DAVIS**

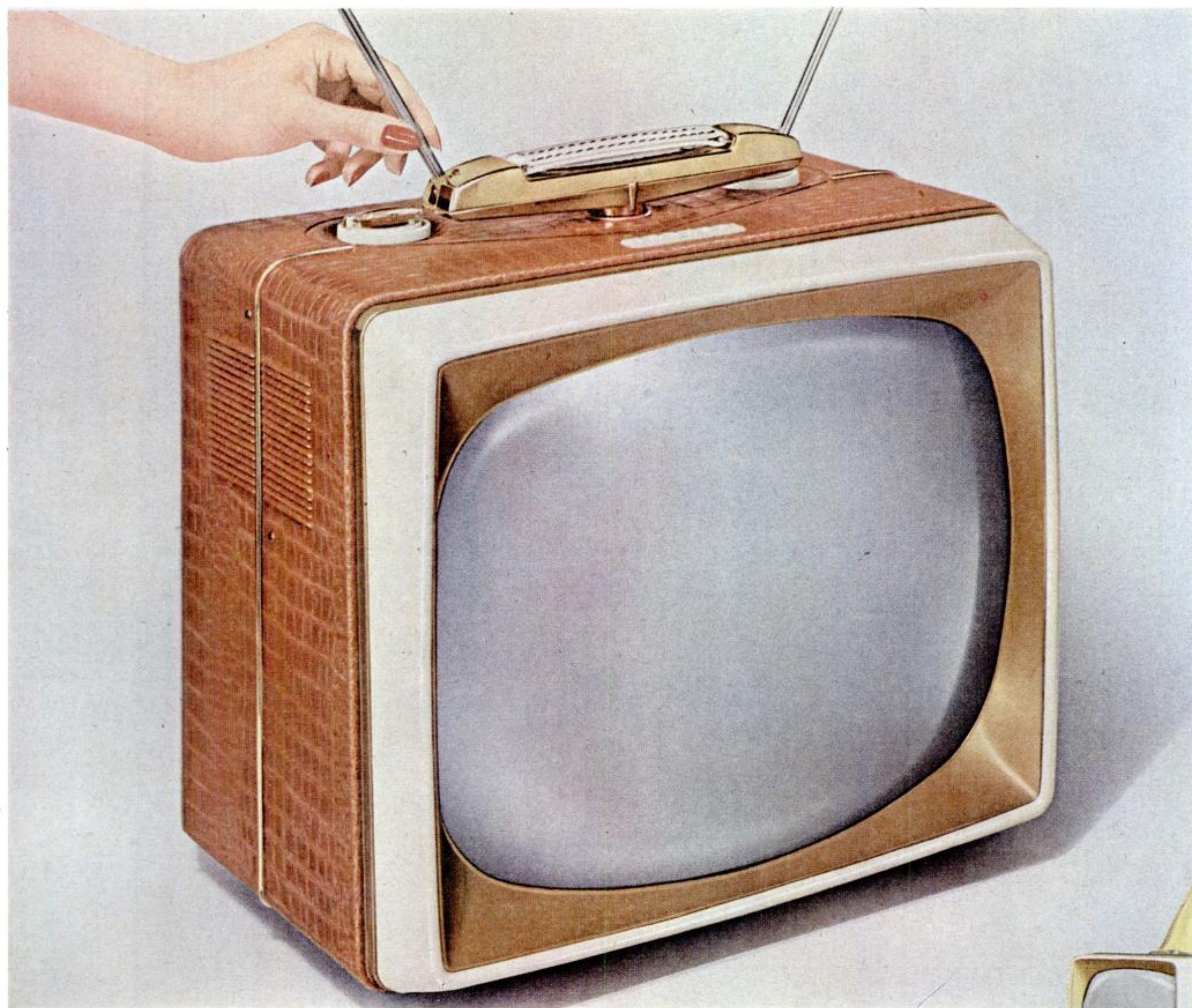
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## Gilbey's Vodka in holiday dress for gracious giving

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# GILBEY'S VODKA

*Produced by  
the makers of Gilbey's Gin—  
the International Gin*

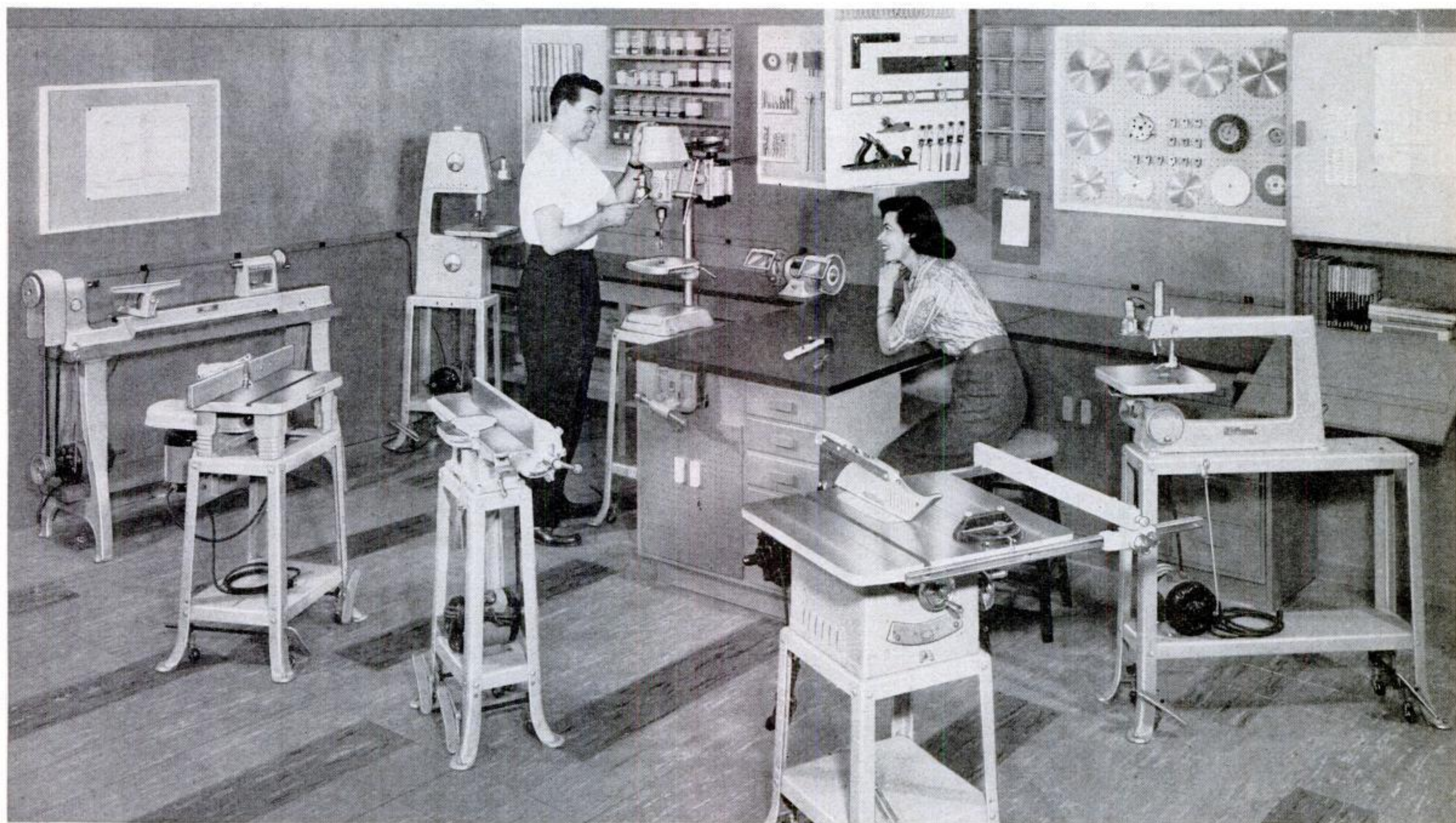


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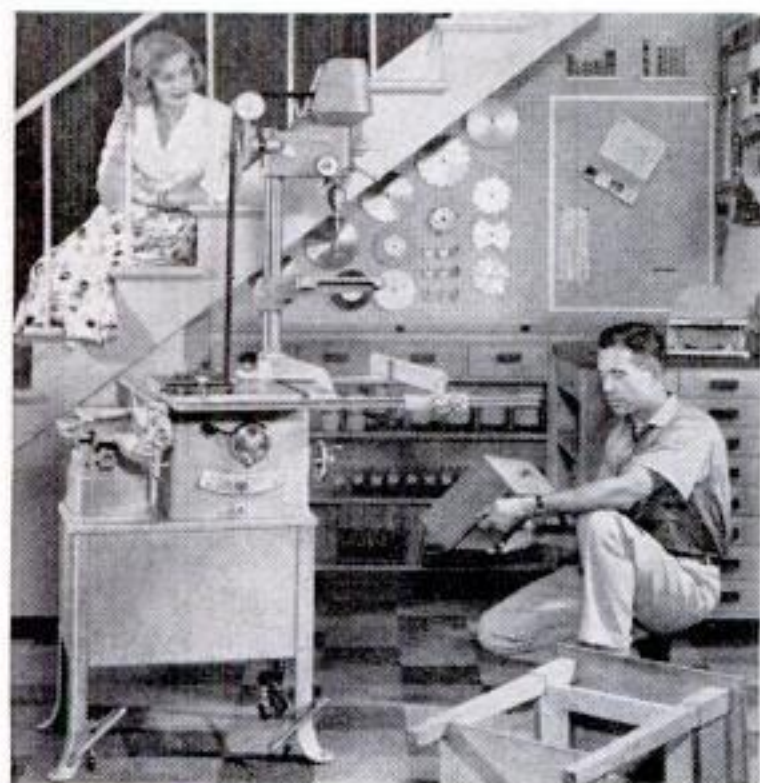
ROCKWELL-BUILT

# DELTA *New Advanced Design* HOMECRAFT® POWER TOOLS

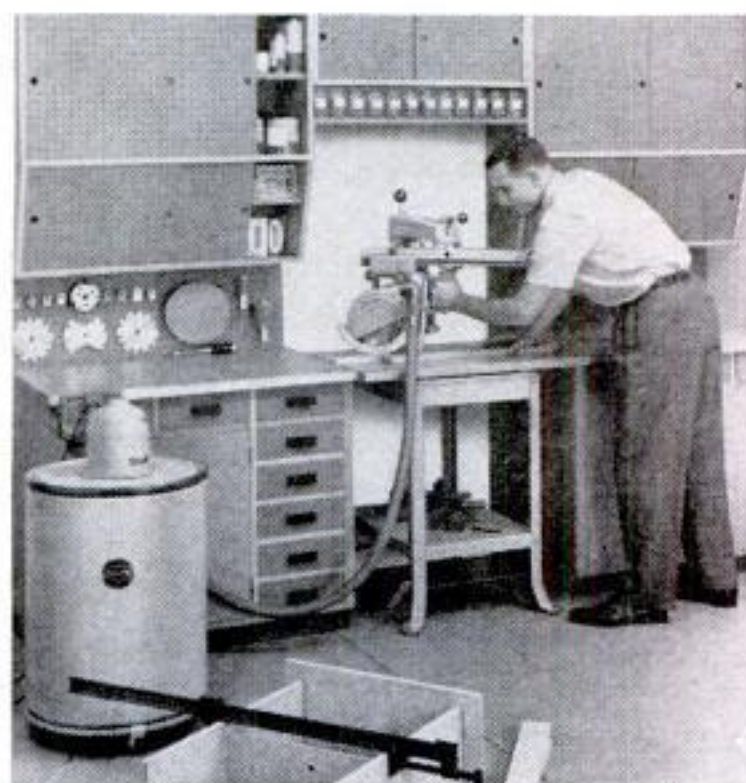


*Introducing the "newest look" in the world's finest power tools*

featuring styling by Raymond Loewy Associates, Inc.



**DELTA SHOP**—The practical combination of four full-size tools (saw, jointer, drill press, sander) takes space only 3 feet square. Shown in ingenious under-the-stairs shop.



**DELTA "900"**—Most powerful all-purpose radial saw workshop ever built for home use. Shown in compact shop you can build in basement or garage.

Only Delta could bring you power tools like these! Modern as tomorrow, with new convenience... new safety... new built-in skill... and new, clean lines that reflect Delta's advanced engineering and quality craftsmanship.

And only Delta—with its unmatched power tool experience—could bring you the three workshops shown on this page, shops as modern as the New Advanced Design power tools shown in them! Mail the coupon for *free* plans, then build the shop that fits

your space requirements. And see these wonderful new power tools at your Delta Dealer (listed under "TOOLS" in the Yellow Pages) or at leading department, hardware, and building supply stores. Ask about easy terms.

Yes, *only* Delta could bring you both power tools and workshops designed not only to fit your desires, but your home and your budget, too. Why take less than the best when it's so easy to own New Advanced Design Delta Power Tools!

Send coupon for

**FREE WORKSHOP PLANS!**

\* Complete plans and instructions for building the Delta-designed workshops shown above.

\* New Delta Workshop Reference Manual including full details on Delta Homecraft Power Tools.

\* Catalog of famous Deltacraft workshop books.

**Delta Power Tool Division, Rockwell Manufacturing Co.**  
558L N. Lexington Ave., Pittsburgh 8, Pa.

Yes! I'd like to receive **FREE** Delta Workshop plans for:

☐ Under-The-Stairs Shop ☐ Radial Saw Shop ☐ "Dream Shop" (top photo)  
Plus other materials mentioned.

Name

Address

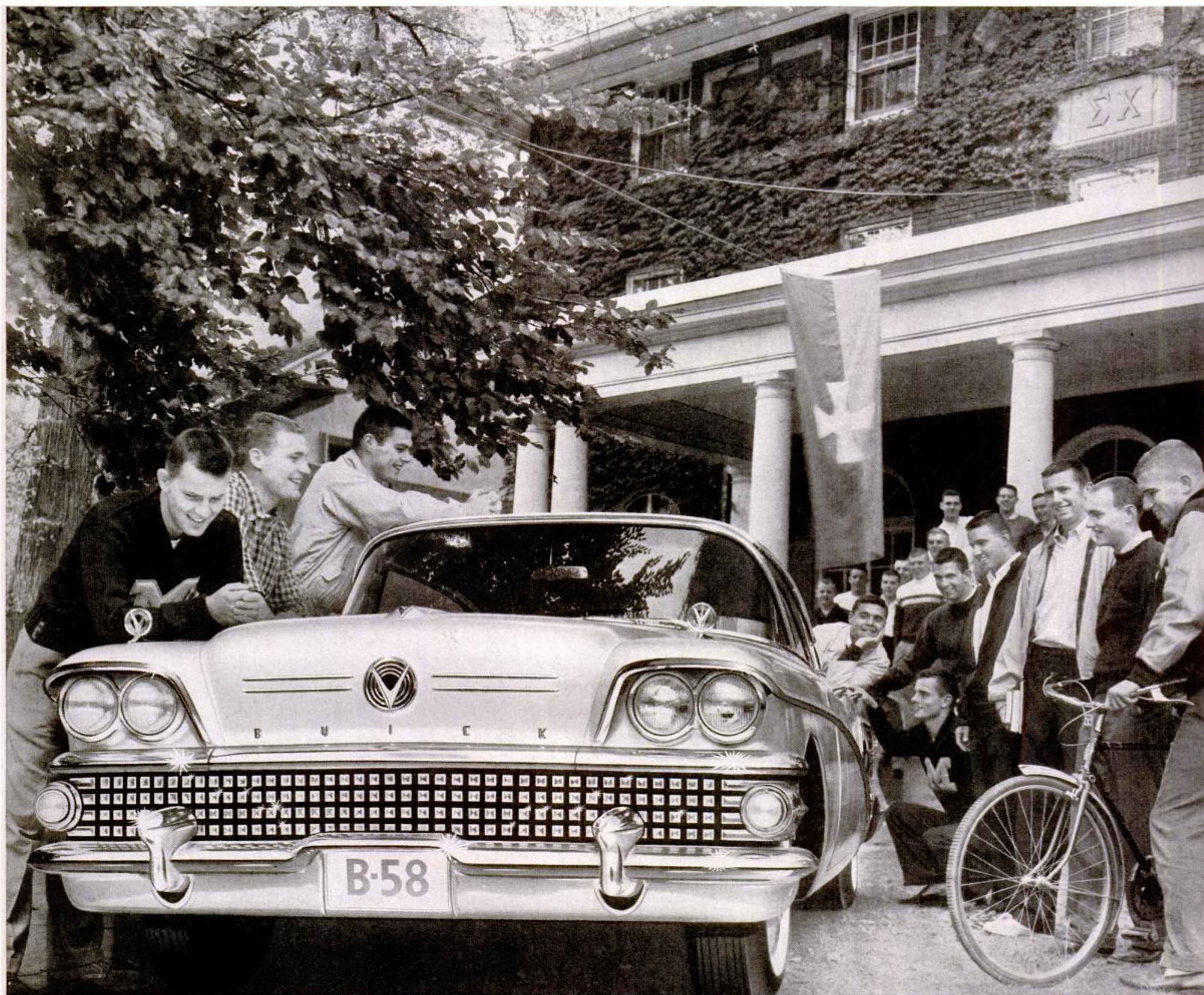
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When better automobiles are built Buick will build them

## It's the new sweetheart of Sigma Chi

**W**E SPIRITED a '58 Buick over to the Sigma Chi house at the University of Michigan some months back—just to give some typical college youths a preview of this great car.

*And they flipped over it.*

They grinned their "OK's" at that bold fresh Dynastar Grille and the stunning sweep of styling.

They literally burst with enthusiasm over that Miracle Ride plus Buick Air-Poise Suspension\* — and over

that Flight Pitch Dynaflow\* — and over that spectacular B-12000 engine.

They told us, with beaming faces, and with the full enthusiasm of youth, "Brother, you've got it made!"

Go see for yourself—at your Buick dealer's—today.

BUICK Division of GENERAL MOTORS

\*Air-Poise Suspension optional at extra cost on all Series. Flight Pitch Dynaflow standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series.

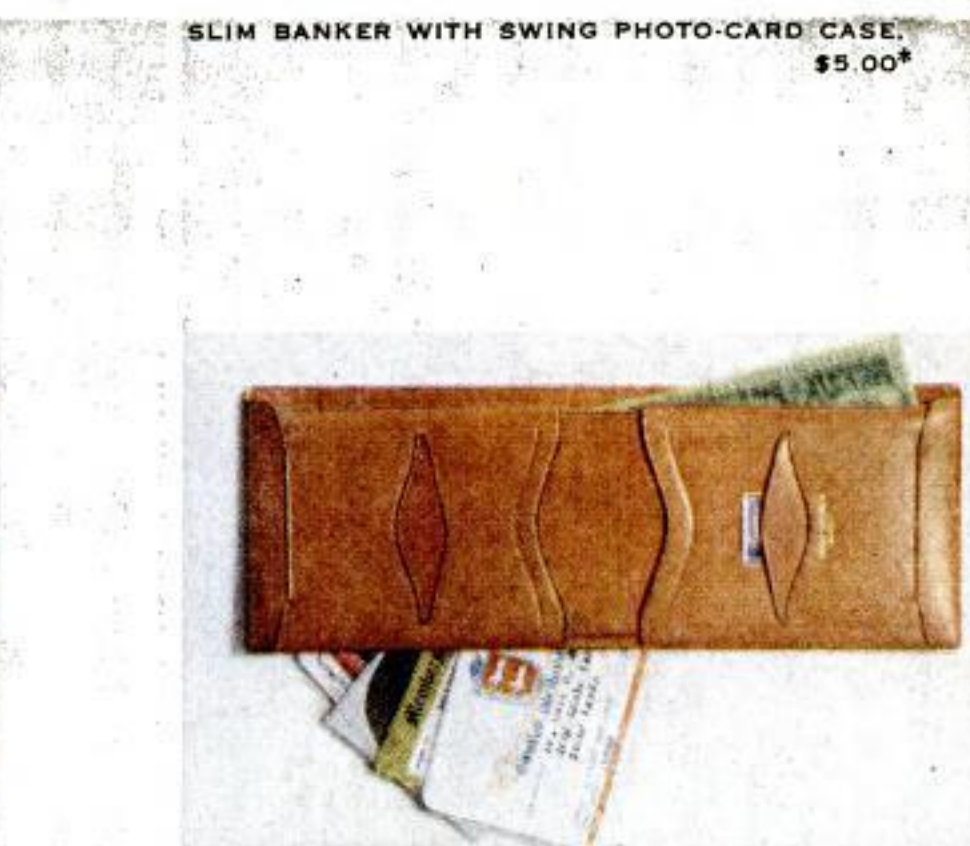
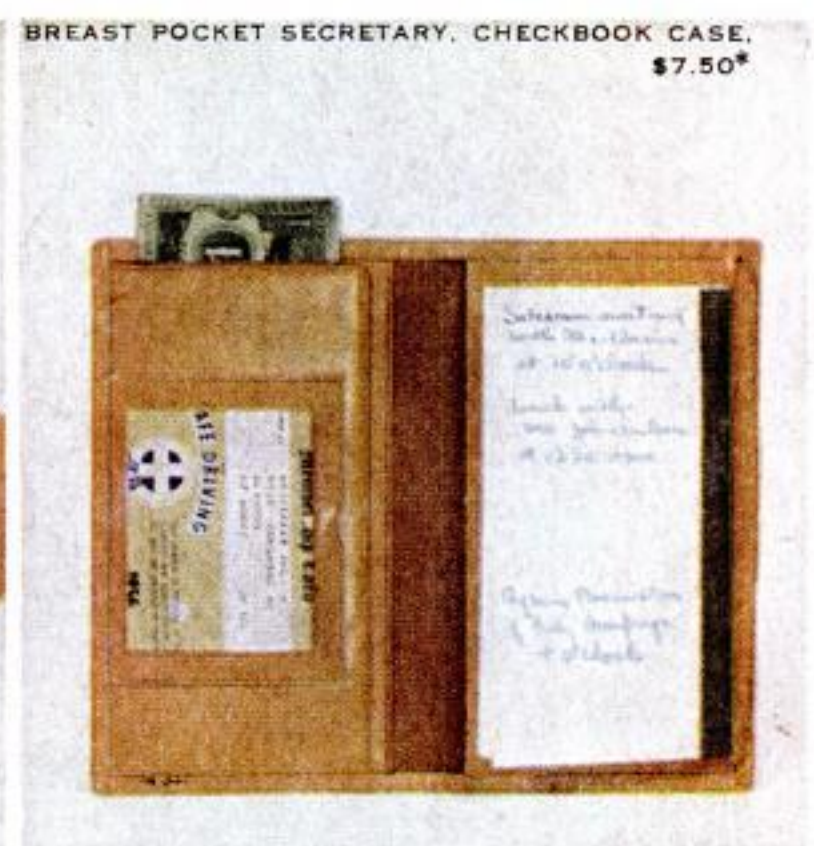


LOOKS AND FEELS LIKE FLIGHT ON WHEELS

# THE AIR BORN B-58 BUICK

See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV





Match up a set that looks like a million for the money!



Give him Prince Gardner California Saddle Leather accessories. Give him the thrill of a *complete* new ensemble! Start with the new Thin Twin Registrar. He can lift out the whole photo-card case with its new removable accordex windows. It's a slim money-fold, too, for sports and evening wear! The entire Thin Twin is protected by an Invisible Stitch® to hold its shape and prevent ripping. Only \$7.50\*. Others to \$45.00\*. Matching California Saddle Leather accessories: Cigarette Case \$3.95, Cigarette Lighter \$3.00.

get your money's worth for your money... get

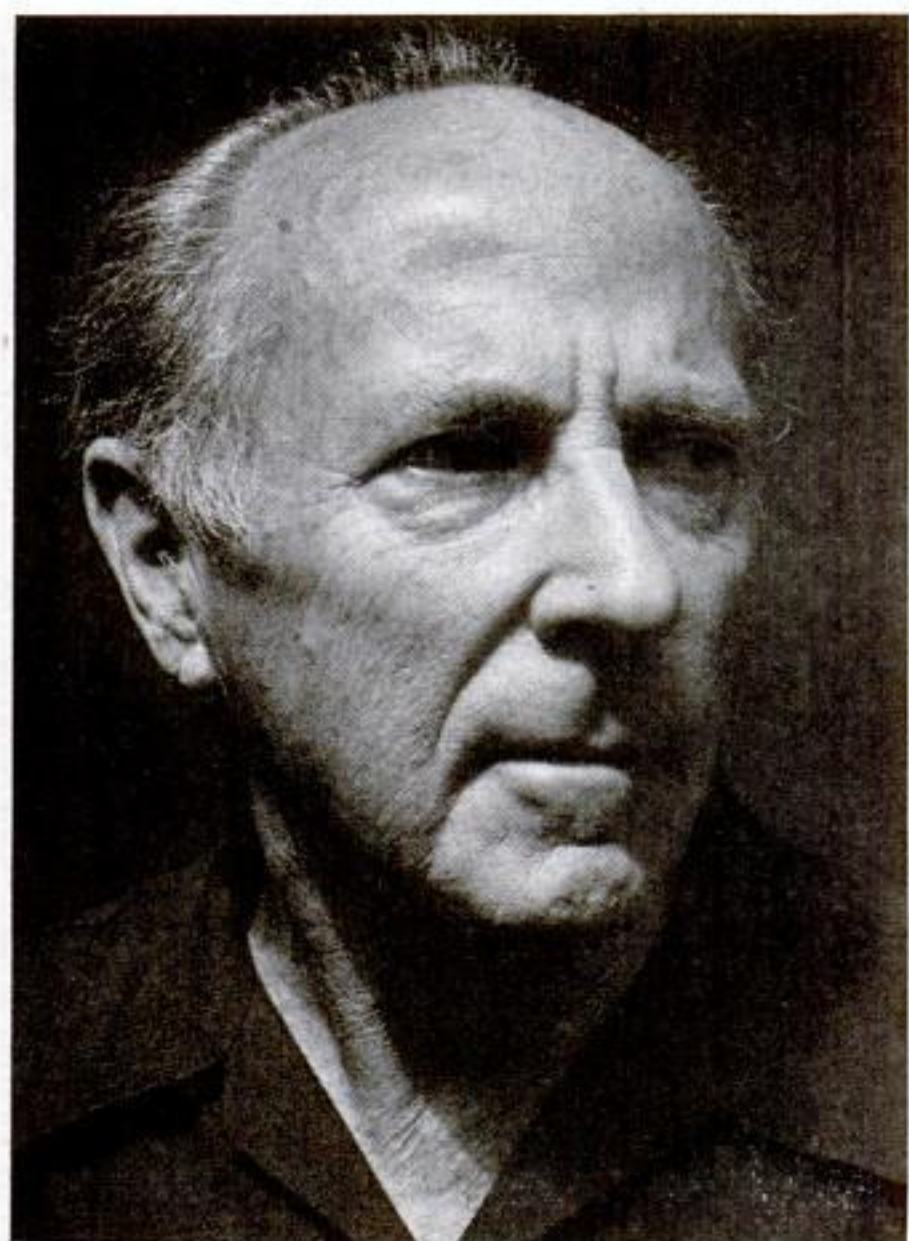
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PRINCE GARDNER • 1234 S. KINGSHIGHWAY, ST. LOUIS 10, MISSOURI. AT FINE STORES EVERYWHERE. \*PLUS TAX



SPEAKING OF PICTURES

# Weston's First Color Photos

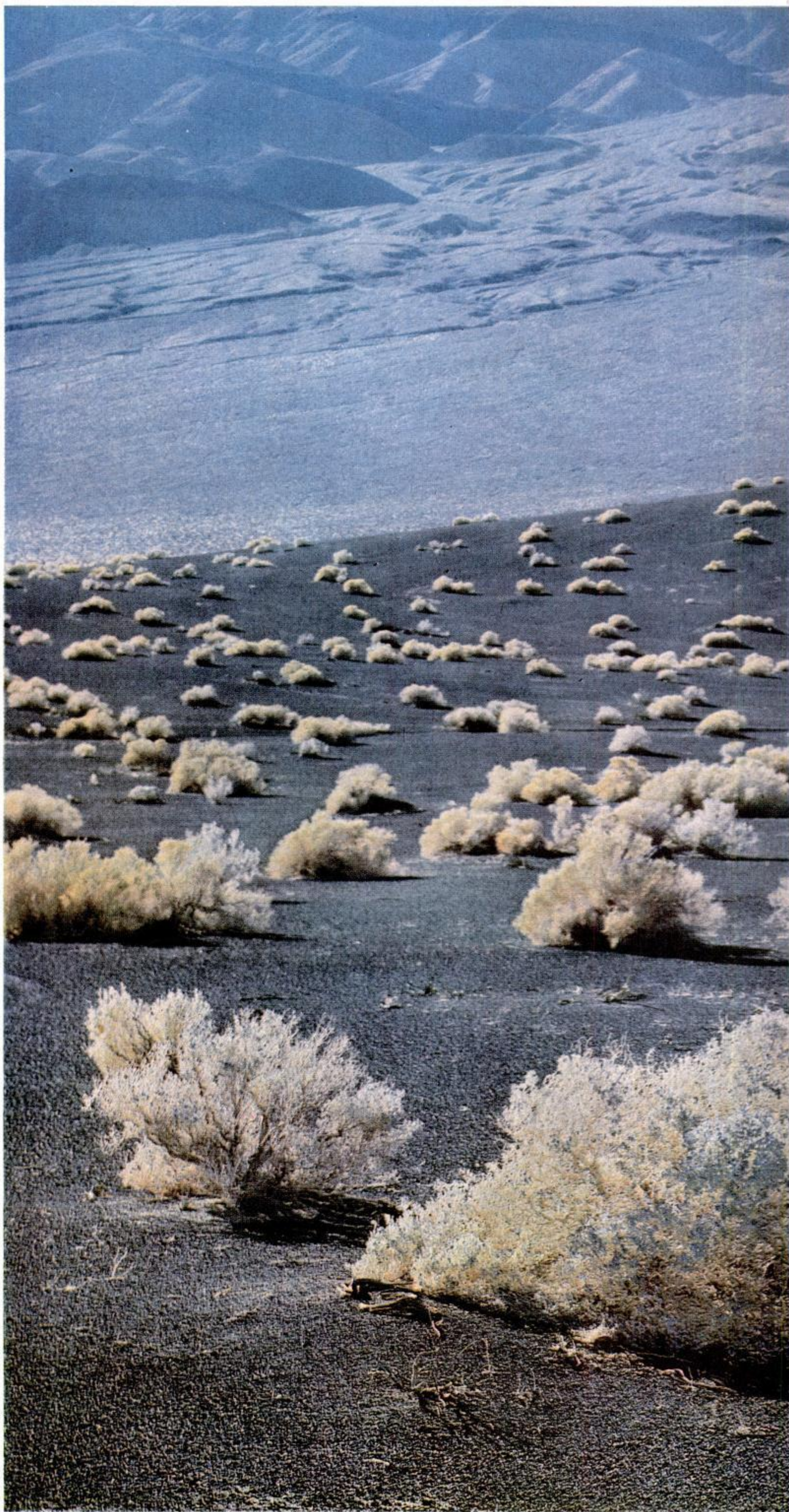


PORTRAIT OF EDWARD WESTON WAS SHOT IN 1950

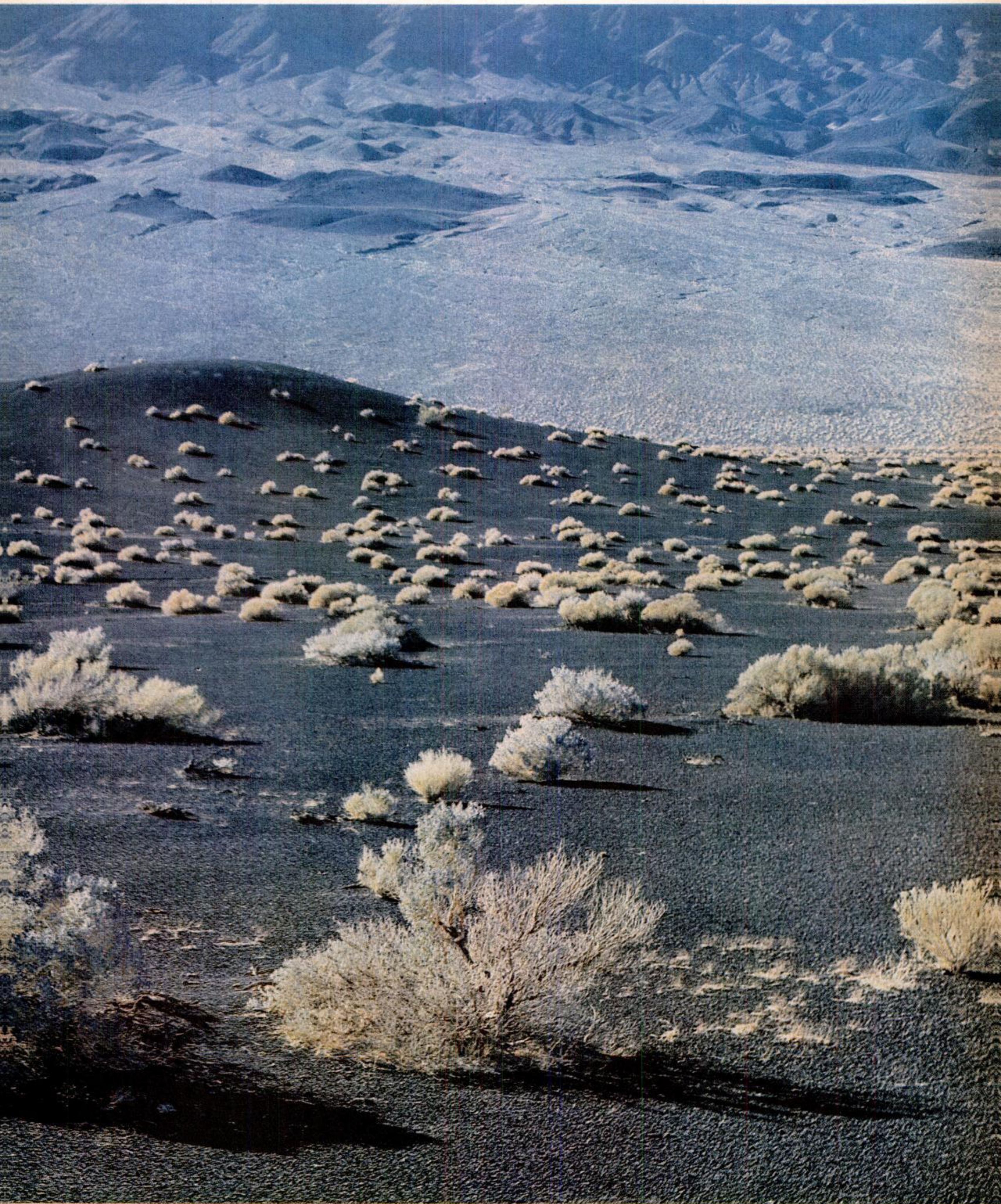
**E**DWARD WESTON, now 71, is a living monument to photography. For four decades, carrying an 8x10 camera and tripod so large that they stood taller than his 5 feet 2 inches, he took sharp, magnificently composed black and white pictures which caught with luminous clarity the beauty of the desert, sea and mountains of the great West. Just before Parkinson's disease confined Weston to his Carmel, Calif. home, he took his first color pictures. LIFE here presents the first representative selection published from the color he took on the last photographic tour of his career.

Weston had always felt that early color films were too unreliable for the fierce artistic discipline he imposed upon himself. But when he received improved color films, he returned to try them on the scenes of his greatest work in black and white. His efforts produced pictures in which colors were blended with unsurpassed subtlety and beauty. When the first batch returned developed from the laboratory, the master gazed at the pictures, with amateur astonishment, and exclaimed, "Gee, they came out!"

**DOTTED DESERT,** Death Valley and its holly bushes, is photographed by Weston with slanting light and strong detail of his black and white pictures. The pastel greens and blues show his preference for subtle colors.



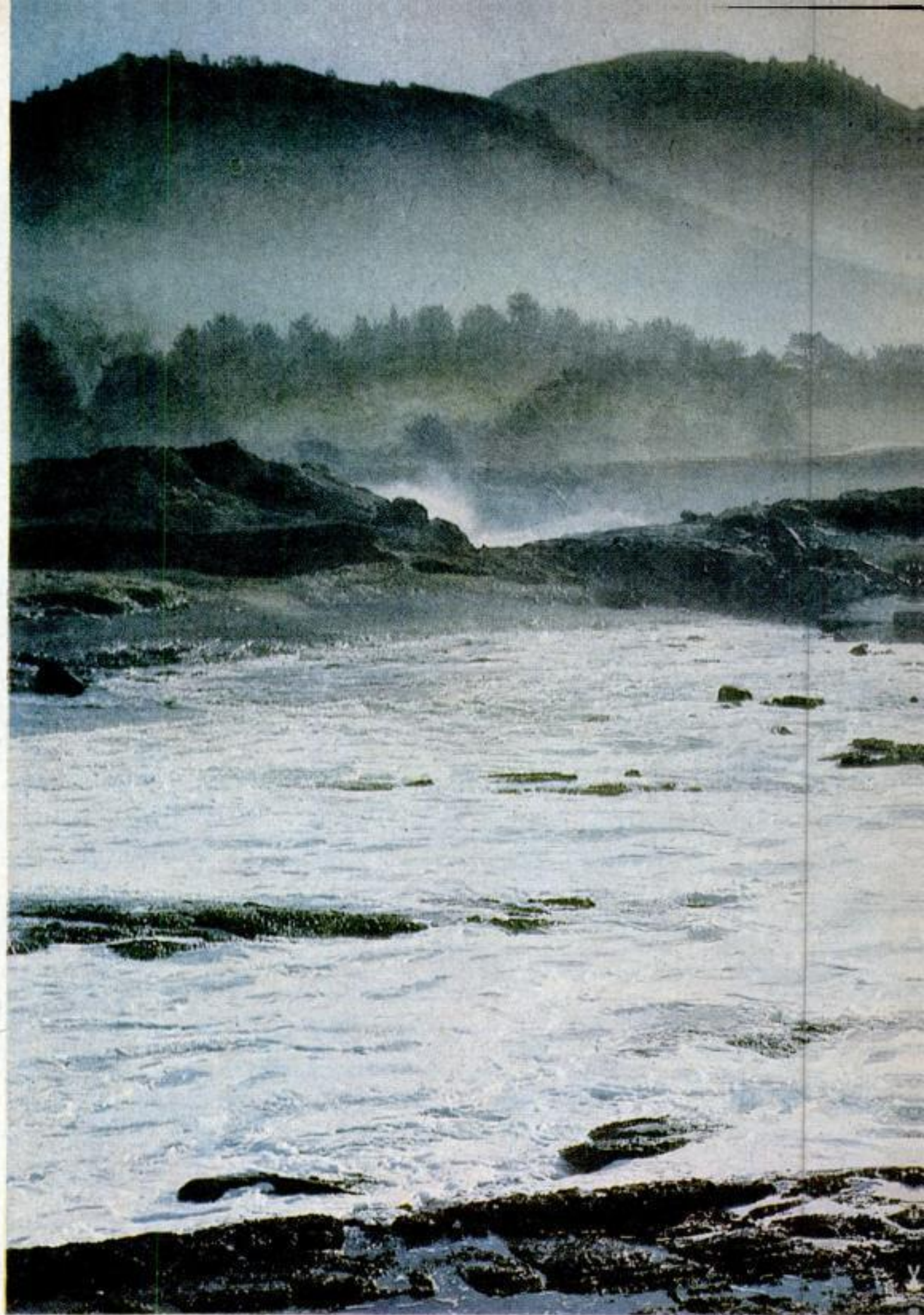






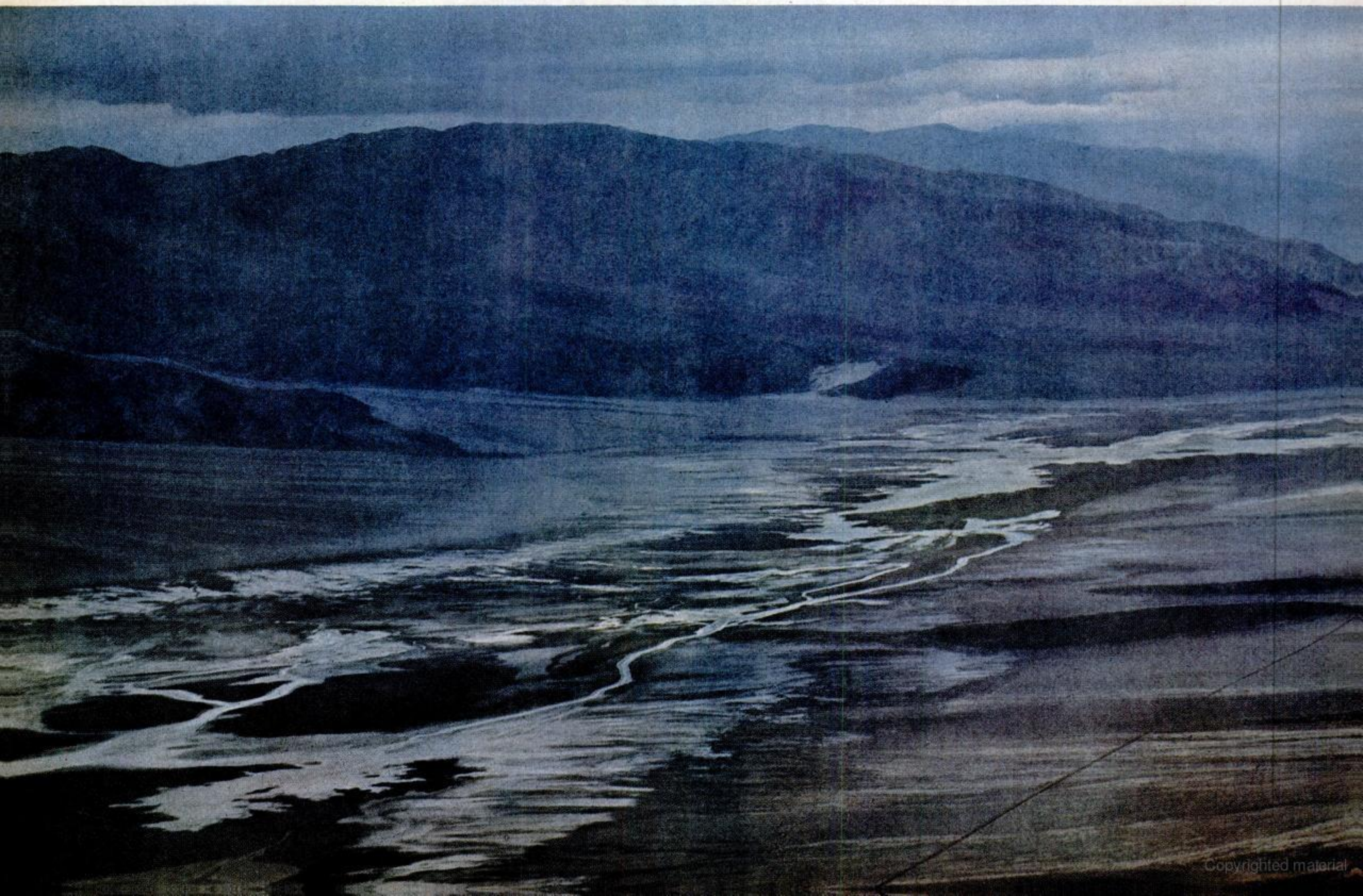


FLOWING STONE pattern was photographed by Weston to reveal the subtle colors uncovered in multilayered rock by the erosion of the Pacific Ocean surf.

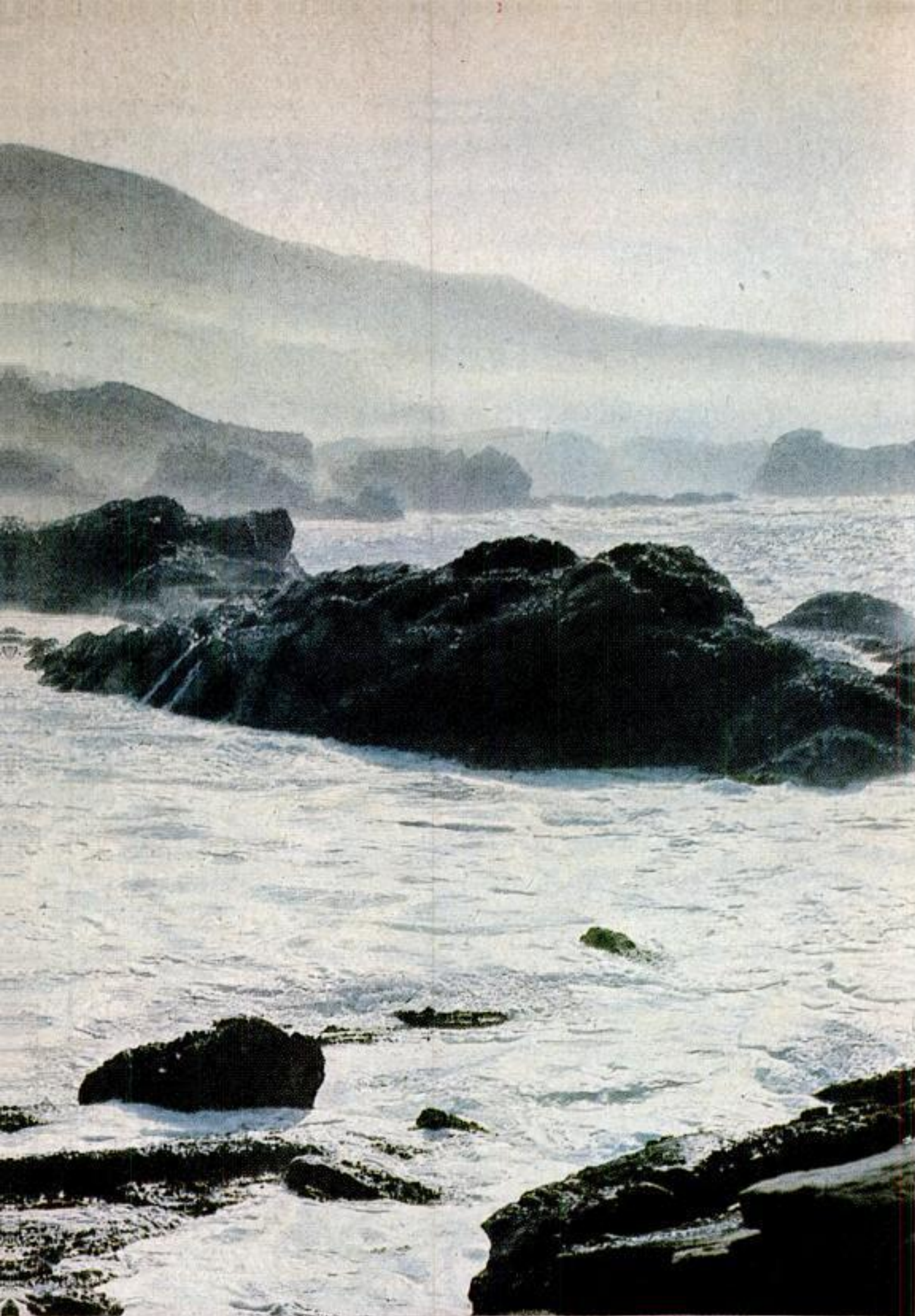


THE COLD COLORS OF FOG AND FOAM ENSHROUD POINT LOBOS ON THE

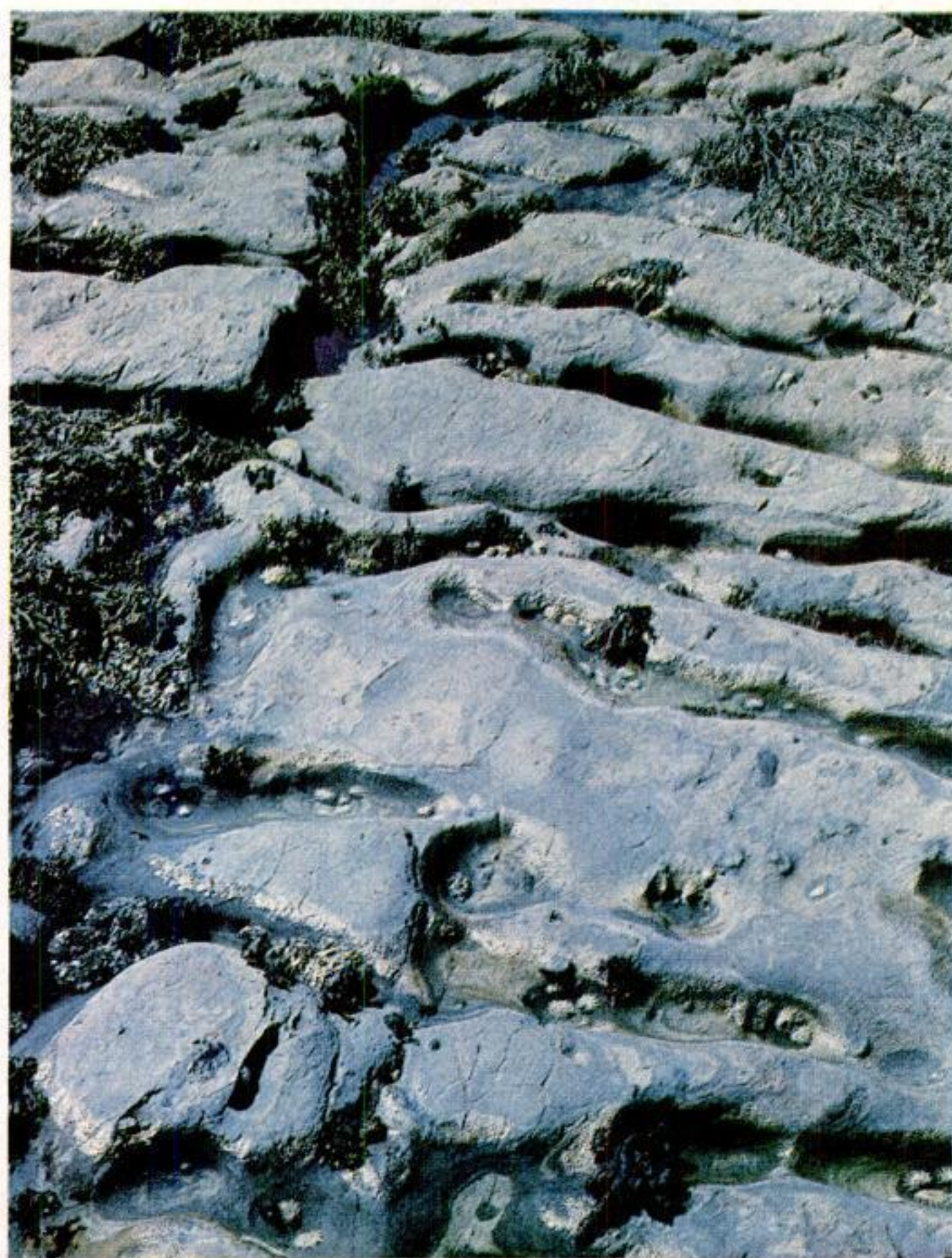
WESTON PHOTOGRAPHED DEATH VALLEY, USUALLY SUNBURNED WITH DESERT COLORS, WITH GLISTENING WATERY FLOOR AND RARE SWEEP OF BLUE AFTER







COAST OF THE PACIFIC OCEAN NEAR EDWARD WESTON'S CALIFORNIA HOME

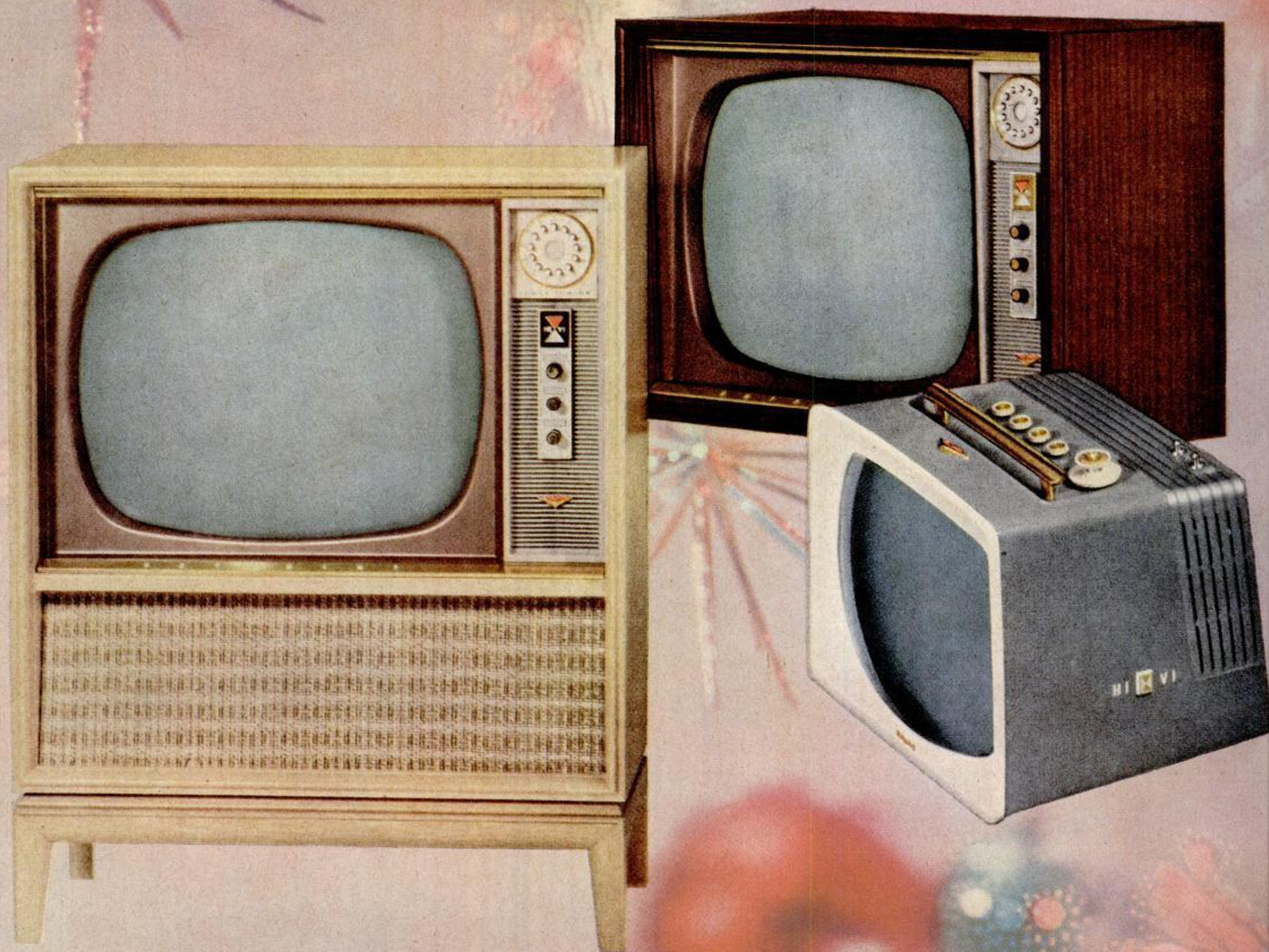


**RIPPLING ROCK** uncovered by the retreating tide is composed into a pattern of fluid waves with blue shadings so delicate they are almost monochromatic.

A RAINSTORM. THIS IS A VAST PANORAMA HE WOULD NEVER MAKE IN HIS DETAILED BLACK AND WHITE WORK. HERE DETAILS GIVE WAY TO FLOW OF COLOR







# THE GIFT YOU'LL BE LOVED FOR

Read what's new in the beautiful  
Hotpoint Hi-Vi TV sets shown above:

**THE CONSOLE WITH EVERYTHING**—Hotpoint's hand-rubbed Light Oak veneer Console has Power Tuning, "Miracle Memory", 3-Speaker Hi-Vi sound, and Remote Control as standard equipment. Also available in Mahogany. (262 square inches of viewable picture area.) Shown: Model 21S556. One of 13 Hotpoint Consoles and Lowboys.

**DE LUXE TABLE MODEL**—Has "Miracle Memory" (brings in channels already fine-tuned), Power Tuning, optional Remote Control, and Front Hi-Vi Speaker (so you can place furniture at its sides without muffling sound). Mahogany or Light Oak finish. (262 square inches viewable picture area.) Shown: Model 21S455. One of 7 Hotpoint Table Models.

**BEST-LOOKING PORTABLES**—One of Hotpoint's new Portables was selected to represent the best in American design at the great Triennale Exhibition, Milan, Italy. Lighter than ever, more compact—but with bigger pictures! (154 square inches viewable picture area.) Shown: Model 17S305. One of 4 Hotpoint Portables in 2 screen sizes.

Choose from a complete selection of Hotpoint "Slender Profile"  
Portables, Table Models, Consoles and Lowboys!

## HOTPOINT'S NEW SLEEK, SLENDER PROFILE FOR '58

Up to a third less depth in new Hotpoint TV, compared with last year's sets. Even Hotpoint's magnificent Consoles are only 15 $\frac{3}{4}$ " deep—the depth of most book-cases. Hotpoint's revolutionary new "Mirrorbeam" 110° Picture Tube makes this big change possible. Now, TV fits neatly into any room scheme. Every Hotpoint Hi-Vi TV model for '58 has the new sleek, Slender Profile!







Hotpoint's new high in vivid picture and sound thrills you, seems to put you right in the midst of the action—as it does William Holden's family, above.

## *(and love)* **HOTPOINT Hi-Vi TV**

What could ever give your family so much pleasure to share, together? Just look at the big improvements in TV that Hotpoint offers for '58:

Pictures as much as 80% brighter than most people get in their present sets. Rich, beautiful Hi-Vi sound that comes from three speakers in Hotpoint Consoles and Lowboys, front speakers in Table Models.

New "Slender Profile" styling, made possible for the first time this year by Hotpoint's amazing 110° "Mirrorbeam" Picture Tube. It actually cuts up to a third from cabinet depth, makes new Hotpoint TV only bookcase-deep and easy to fit into any room scheme.

And '58 Hotpoint Hi-Vi TV offers you extra luxury features

that make TV more fun and more convenient than ever before. "Miracle Memory", for example—brings in your channels already fine-tuned. Touch Button Power-Tuning has a button for each channel, gets your channel automatically at a touch of a finger. And Remote Control is now standard equipment on Power Tuning Consoles and Lowboys, optional with Power Tuning Table Models.

These great new developments make even last year's TV old-fashioned . . . make this the year to give new Hotpoint Hi-Vi TV. Choose from Portables, Table Models, Consoles and Lowboys in the most elegant cabinets you've ever seen!

You can look them over at any Hotpoint Hi-Vi TV Dealer's. Christmas-shop your way to one today!

LOOK FOR THAT HOTPOINT DIFFERENCE

Hotpoint Co. • A Division of General Electric Company • 5600 West Taylor St., Chicago 44, Ill.

# Hotpoint **Hi-Vi TV**

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# Mother! Your Child's Cough In The Night May Be The First Sign of **ASIAN FLU** or CHEST COLD



**MUSTEROLE with Amazing GM-7**  
Quickly Relieves Painful  
Local Congestion, Muscle Aches



If your child shows symptoms of Asian Flu, call your doctor and follow his advice. And, like millions of mothers, you'll be especially glad if you have Child's Mild Musterole on hand—for it will *speed relief* that quickly helps your child feel so much more comfortable.

Musterole contains the amazing pain-reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard. And the instant you rub it on chest, throat and back, Musterole starts its famous "baked heat" comfort action. Your child feels this warming, soothing help that quickly

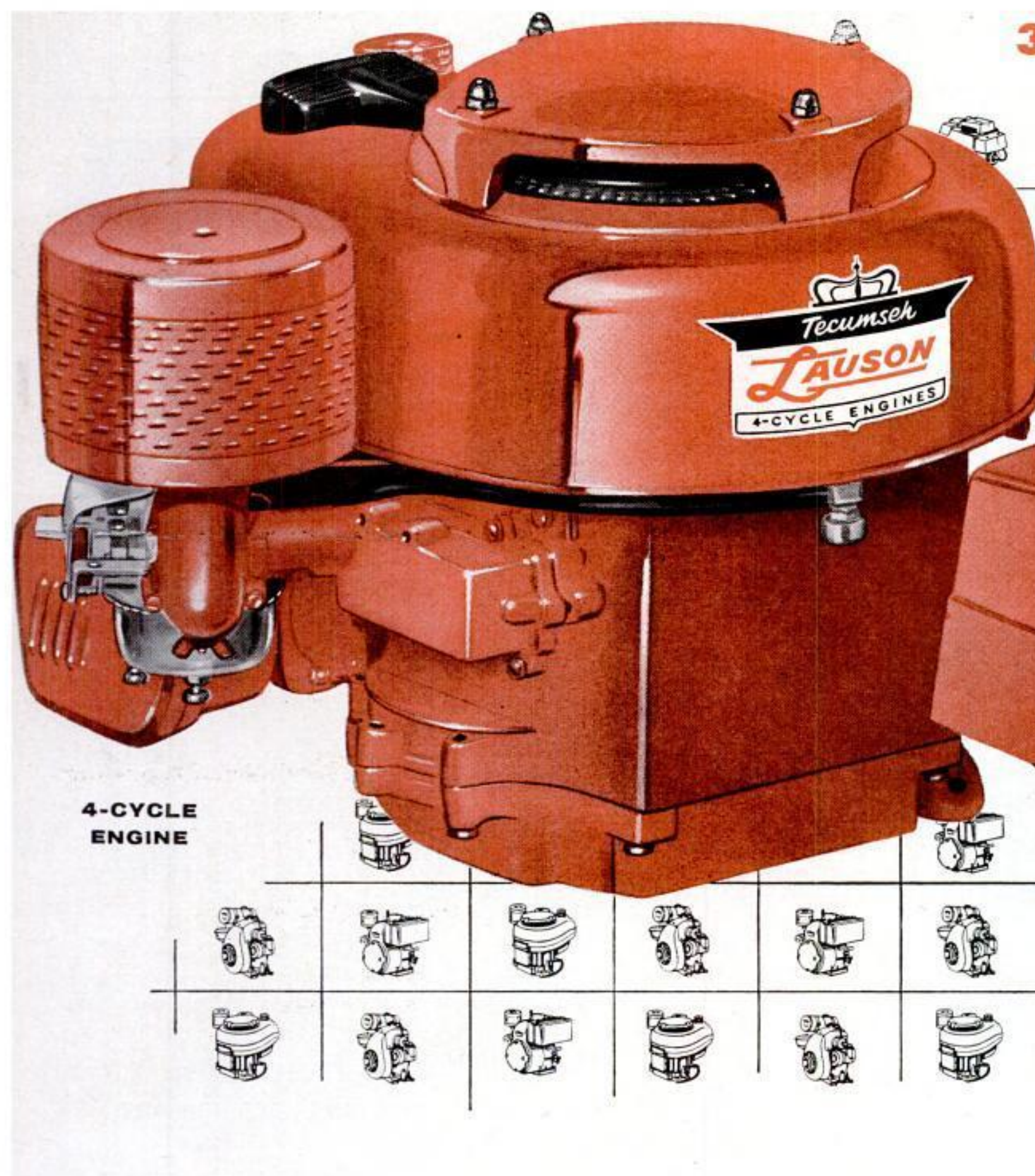
relaxes stiff, cold-achy muscles and reduces painful local congestion. At the same time, medicated vapors rising from chest open stuffy nose, ease breathing, help check coughing. Your child feels so much better, can rest more comfortably. Doctors have recommended Musterole for years. It's stainless, pleasant to use.

*Don't take chances* during this epidemic misery. If you don't have Child's Mild Musterole on hand, be sure to get it today, your child may need it tonight. At all drug counters. You save most when you buy the large tubes of Child's Mild Musterole.



**For Adults, Get Regular or Extra Strong MUSTEROLE**





**4-CYCLE ENGINE**

## 38 POWER-PACKED MODELS


**2-CYCLE ENGINE**

# “POWER-PACKED”

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# LETTERS TO THE EDITORS

## A SOUTHERN CHALLENGE FOR DIXIE

Sirs:

Harry Ashmore's article was excellent ("A Southern Challenge and Epitaph for Dixie," LIFE, Nov. 4): one of the most provocative and soul-searching articles I have ever read. Thank God for Ashmore. His is a voice of reason and sense.

HUBERT H. HUMPHREY

United States Senate  
Washington, D.C.

Sirs:

I deeply regret that Ashmore was born in South Carolina. That is indeed our misfortune.

HAROLD W. WOOD

Spartanburg, S.C.

Sirs:

Much has been said and written about the Little Rock crisis, but I think the best that has been written is Harry Ashmore's article. Many writers have dredged up the reconstruction era and the carpetbaggers, but Ashmore has brought the situation up to date where it belongs.

PAUL P. WILLIAMSON

Portland, Ore.

Sirs:

True, Ashmore would bury the South, but don't overlook this fact—the South long ago buried Harry Ashmore.

J. CALHOUN SULLIVAN

Anderson, S.C.

## U.S. TRIES HARD TO CATCH UP

Sirs:

In the article on missiles you failed to clear up one point which may be bothering a lot of your readers ("U.S. Tries Hard to Catch Up," LIFE, Nov. 4). If the Farside rocket did reach the altitude of 4,000 miles, why is the rocket not circling the earth as a satellite?

RALPH A. GIACOMELLI

Hamilton, Ont., Canada

● Farside was fired straight up, not directed into an orbit. Therefore gravity pulled it back to earth.—ED.

Sirs:

The most intriguing aspect of the chain-of-command diagram in the "Maze of Missile Management" (LIFE, Nov. 4) was the identity of that vacant space attached to the square labeled "White House." This was very baffling to me until I came to your editorial, "The President and the Crisis," in which you refer to the White House as "a sort of national vacuum in the post-Sputnik crisis." It is clear that the empty room at the White House is the brain center of the Eisenhower administration.

JOHN B. CURRIE

Cornwall, Conn.

Sirs:

Important as it is, the topic treated by Trevor Gardner is only the headquarters aspect of the over-all problem. Most of the missile making in the United States is done by private contractors who have some streamline problems of their own. Today, when a contractor is considered for developing or producing any item, he is expected to show that he has the bright boys on tap to do the job. But he will have a hard time recruiting any before he actually lands the contract! For the people he already has, he must scare up some

busy work and some payroll money or a competitor will take them away for work on another gadget. In fact those bright young men do so much shuttling between jobs, and between meetings when on a job, it's remarkable that they have accomplished what they have.

KENNETH CAIRD

North Hollywood, Calif.

## CLASSROOM IN A RAILROAD COACH

Sirs:

Maybe the "bigger and better schools" enthusiasts should look again at "Classroom in a Railroad Coach" (LIFE, Nov. 4). Our son was just as happy, studied just as much and got just as good grades when his classroom was in a quonset hut. If a poll of the youngsters themselves were to be taken; and should it show they really preferred old railroad coaches, airplane fuselages and quonset huts, the problem of classroom shortages would be solved.

PEGGY K. WALKER

Santa Ana, Calif.

Sirs:

Noted the story on how high school students in Desloge, Mo. are going to school in a railroad car. I went to college in a railroad car!

In 1927 a fire destroyed Old Main at Blackburn College in Carlinville, Ill. Old Main housed five classrooms, a library, a men's dorm and the president's office. A fast-thinking Blackburn trustee who ran a railroad went to work and within several days we had two Pullman cars and two coaches. Repainted and refurbished, they housed classrooms, students and the library. And for three years our president, Dr. William M. Hudson, ran the college from his office in the ladies' washroom.

RICHARD LIVINGFOSS

Sadorus, Ill.



BLACKBURN'S RAIL CAR "LIBRARY" IN 1927

## ELEGANT SWEATER GIRLS

Sirs:

I wonder if the sweater girl on page 94 ("High-born Beauties of Europe as Elegant Sweater Girls," LIFE, Nov. 4), Mlle. Françoise Hottinguer, is a descendant of Mr. X, otherwise known as Mr. Hottinguer of the XYZ affair.



J. C. HOTTINGUER (MR. X)

In 1797, a time of strained relations with France, President Adams sent John Marshall and Elbridge Gerry to join Charles Pinckney in making terms with France. The French government refused to recognize these envoys, but certain unofficial agents talked with them.

HELEN SIMPSON

Tilton, N. H.

● Jean-Conrad Hottinguer, "Mr. X" was Françoise's great-great-great-grandfather. His committee demanded £50,000 and U.S. payment of French debts in America. In exchange the French ships would stop preying on American merchantmen. To this Pinckney shouted, "No; no; not a sixpence!" This later was paraphrased into: "Millions for defense; not one cent for tribute."—ED.

Sirs:

In "Europe's High-born Sweater Girls" is the Countess Consuelo Crespi any relation to the New York deb of the late '40s, Consuelo O'Connor?

W. A. SCOTT

Akron, Ohio



CONSUELO AND GLORIA O'CONNOR AT 1947 DEBUT

● The same person. She and her identical twin Gloria (above) were debutantes of the 1946-47 New York social season.—ED.

## LIFE'S COVER

Sirs:

Thank you very much for the lovely cover of my favorite actress (LIFE Cover, Nov. 4).

I will prize it along with my other 1,500 pictures of Miss Taylor.

BENNETT TARLETON

Rock Hill, S.C.

Sirs:

Marvelous! Just what the American people need in these troubled times: a picture of Mike Todd's baby!

RICHARD BISSELL

Rowayton, Conn.

## LOOK OF THE WEST INSPIRES NEW ART

Sirs:

The paintings by the Western artists ("Look of the West Inspires New Art," LIFE, Nov. 4) are so evocative that I can very nearly hear wind and feel sun. They have an imperative immediacy and directness that demand participation of the spectator. They are very beautiful and exciting.

KATHLEEN SULLIVAN

North Hollywood, Calif.

Sirs:

Their work reminds me of mush. The modern "artists" who daub and smear paint are just too lazy to learn and use a little draftsmanship to produce a real work of art.

MARY T. KELLY

Baltimore, Md.

Sirs:

Poor Enrique Montenegro's painting is unique. When turned sideways, it looks like George Washington crossing the Delaware carrying a large salami in his arms.

ALFRED P. O'BRIEN

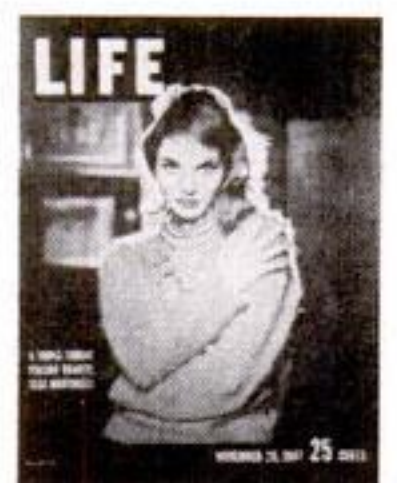
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even with cold water

## NEW! FIZRIN® INSTANT SELTZER

**brings relief faster than any tablet**

**Get relief the modern instant way!** Fizrin Instant Seltzer is a new superfine powder, made by an exclusive patented process. Brings you a modern formulation of pain reliever and alkalizers in wonderful instant form. Fizrin dissolves instantly, is ready to take instantly, to go to work instantly.

**Amazingly effective alkalizing action!** In Fizrin you get a brand-new compound of not one but *two* fast-working alkalizers that are most effective in neutralizing excess stomach acids which cause heartburn, sour stomach, indigestion.

**Always pharmacy fresh!** Each dose of Fizrin is measured and foil sealed, protected from moist air. Brings you full strength, effectively fresh relief.

**Fizzes as you drink!** Fizrin dissolves instantly even with cold water, making a refreshing, clean-tasting drink. You're sure to enjoy the fizzing, sparkling Fizrin taste!

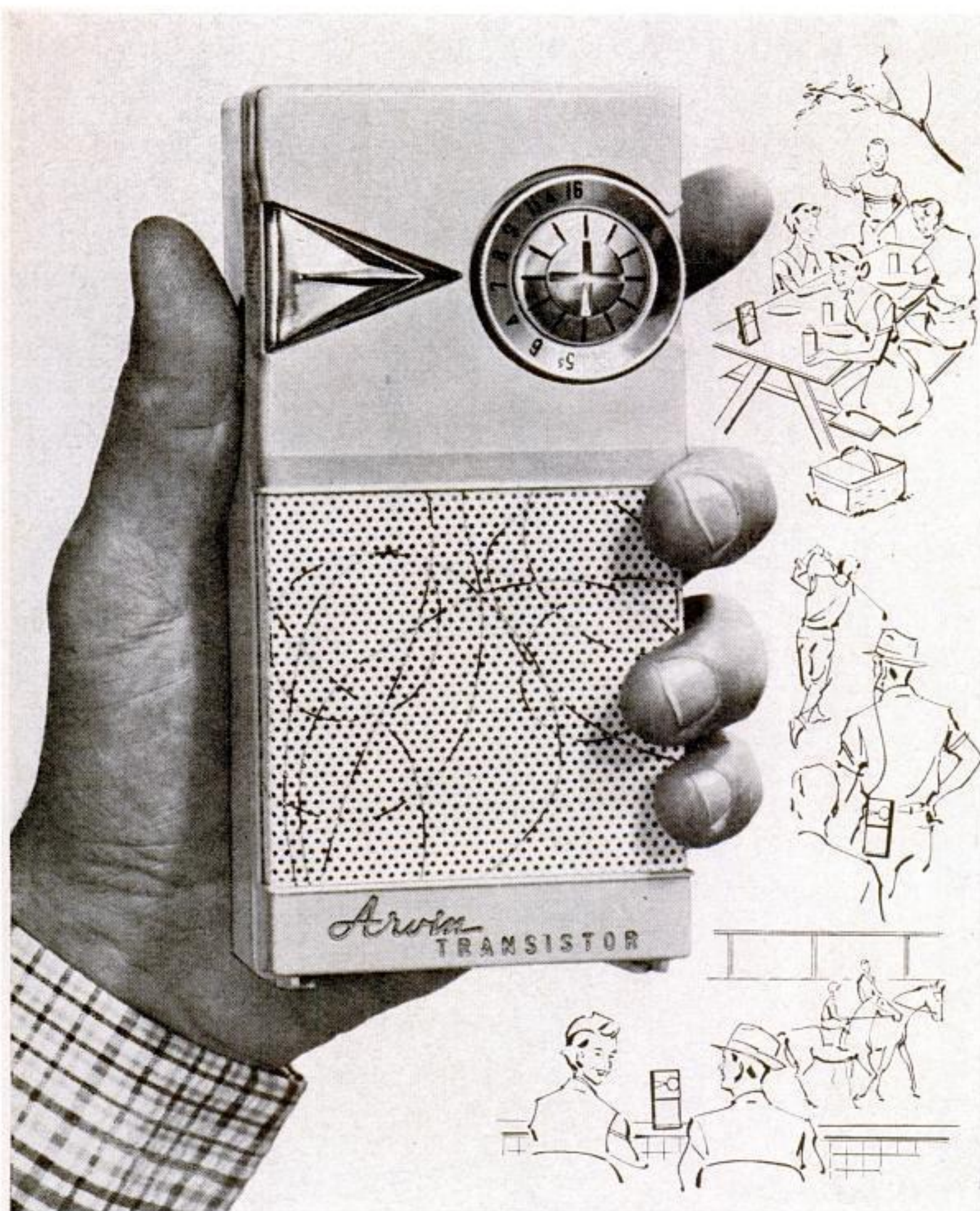
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**For Stomach Upsets, Headaches, Muscular Pains, Painful Discomforts of Colds**





One-tenth the size, ten times the fun!

# Arvin

## CORDLESS, TUBELESS, ALL-TRANSISTOR RADIO

At your command, in the palm of your hand—a wonderful world of sound from a tiny, tubeless, cordless Arvin Transistor Radio, weighing only a pound!

Tuck it in pocket or purse, or clip it on your belt—and enjoy listening fun on the go, ten times more than before. Set it up anywhere—the clip serves as an easel, too.

You'll marvel at the rich, powerful

tone of Arvin Transistor Portables. The transistors are exclusively of the latest, most costly type—premium quality, high-output, almost everlasting. One low-cost battery lasts many months.

Shown above is Arvin Model 8576, with 5 transistors, in turquoise or black unbreakable case, \$44.95. Ear-phone accessory, for completely private listening, at small extra cost.

**FULL-SIZE transistor sets, too—and another pocket size**

Below, left to right: Model 9562, 7 transistors, \$79.95; Model 9574, 6 transistors, \$59.95; Model 9577, 6 transistors, \$54.95. Also a wide choice of 3-way portables, clock radios and table radios. Prices less batteries; slightly higher far West and South. Send for illustrated folder, RI5-711.



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Take gentle-acting Ex-Lax at night. It won't disturb sleep... won't cause upset or urgency. Next morning, enjoy the closest thing to natural action. Gentle Ex-Lax continues to help you toward your normal regularity. Seldom, if ever, is it needed next day. Get the modern laxative more families use... chocolate Ex-Lax.

for  
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**BRUISE DAMAGE** OFTEN LEADS TO BLOWOUT WHEN YOU LEAST EXPECT IT. NYLON'S SHOCK-ABSORBING TOUGHNESS SHRUGS OFF PUNISHMENT, GIVES TIRES LASTING STRENGTH

# BLOWOUT PROTECTION

Nylon cord protects best against weakening by bumps, flex strain, moisture, heat—runs cooler on the road. That's why safety-conscious people everywhere are switching to nylon cord tires.

In just one year, sales of nylon cord tires have increased 65%. You may be surprised how little the extra protection of nylon cord tires will cost you. Nylon is your best protection against the four major causes of unseen tire damage that can lead to blowouts: bumps that occur in everyday driving, flex strain that takes place every time a tire turns, moisture that seeps in through cuts in the rubber. What's more, nylon not only withstands heat best, but actually runs up to 30% cooler.

Nylon's superiority has been proved in billions of miles use by safety-conscious truckers. Nylon cord tires are in everyday use by highway police, commercial fleet operators and taxis. All major airlines and military aircraft depend on nylon cord tires. For greater safety, insist on nylon when buying new tires or a new car. Look for the identification on the sidewall.



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(And he needn't inhale to enjoy them!)

Try a few cigars yourself . . . see how much more enjoyable life becomes.  
No other pleasure so great costs so little.

*Today, every day—relax, enjoy life*



**HAVE A CIGAR!**

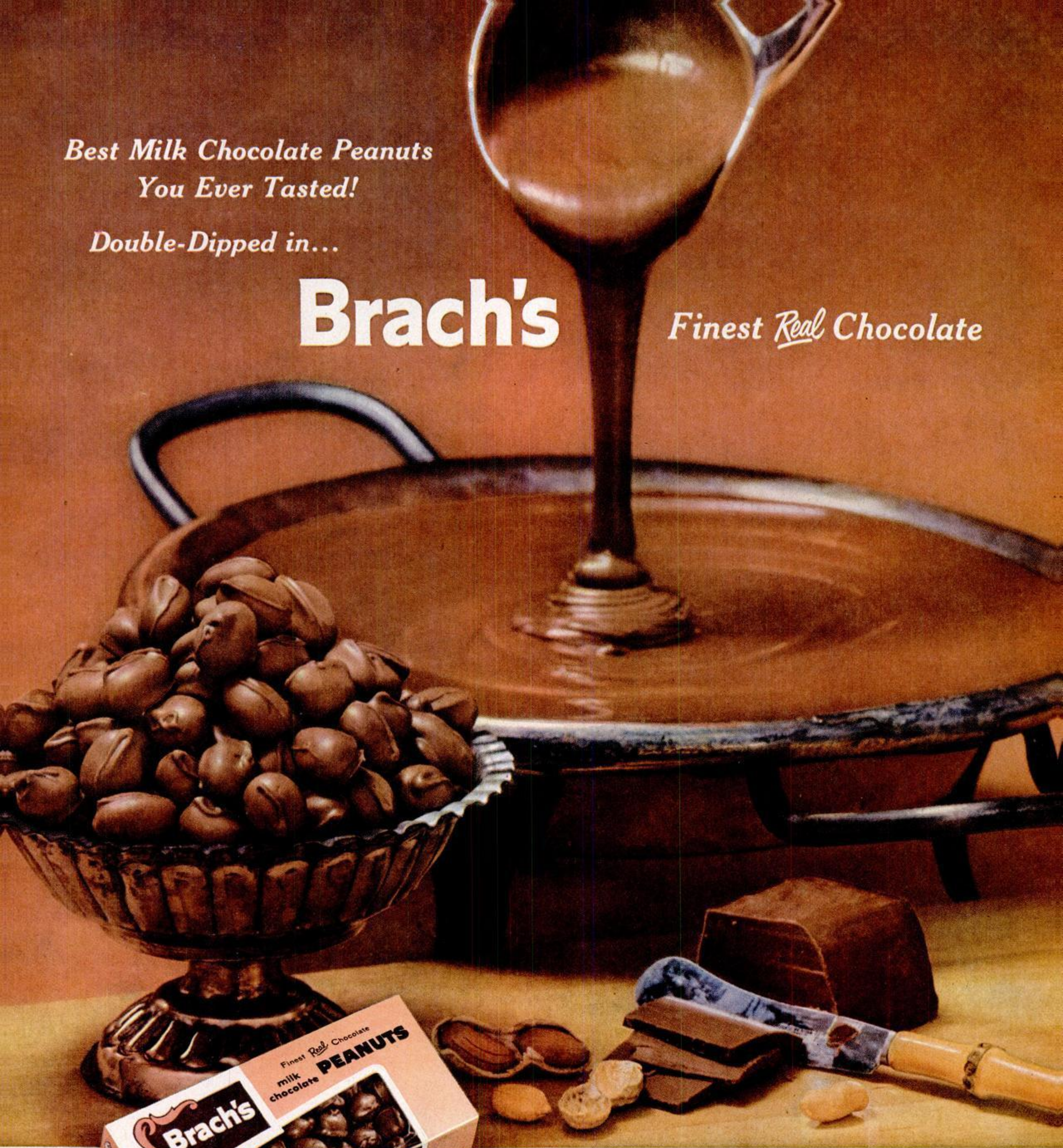


*Best Milk Chocolate Peanuts  
You Ever Tasted!*

*Double-Dipped in...*

# Brach's

*Finest Real Chocolate*



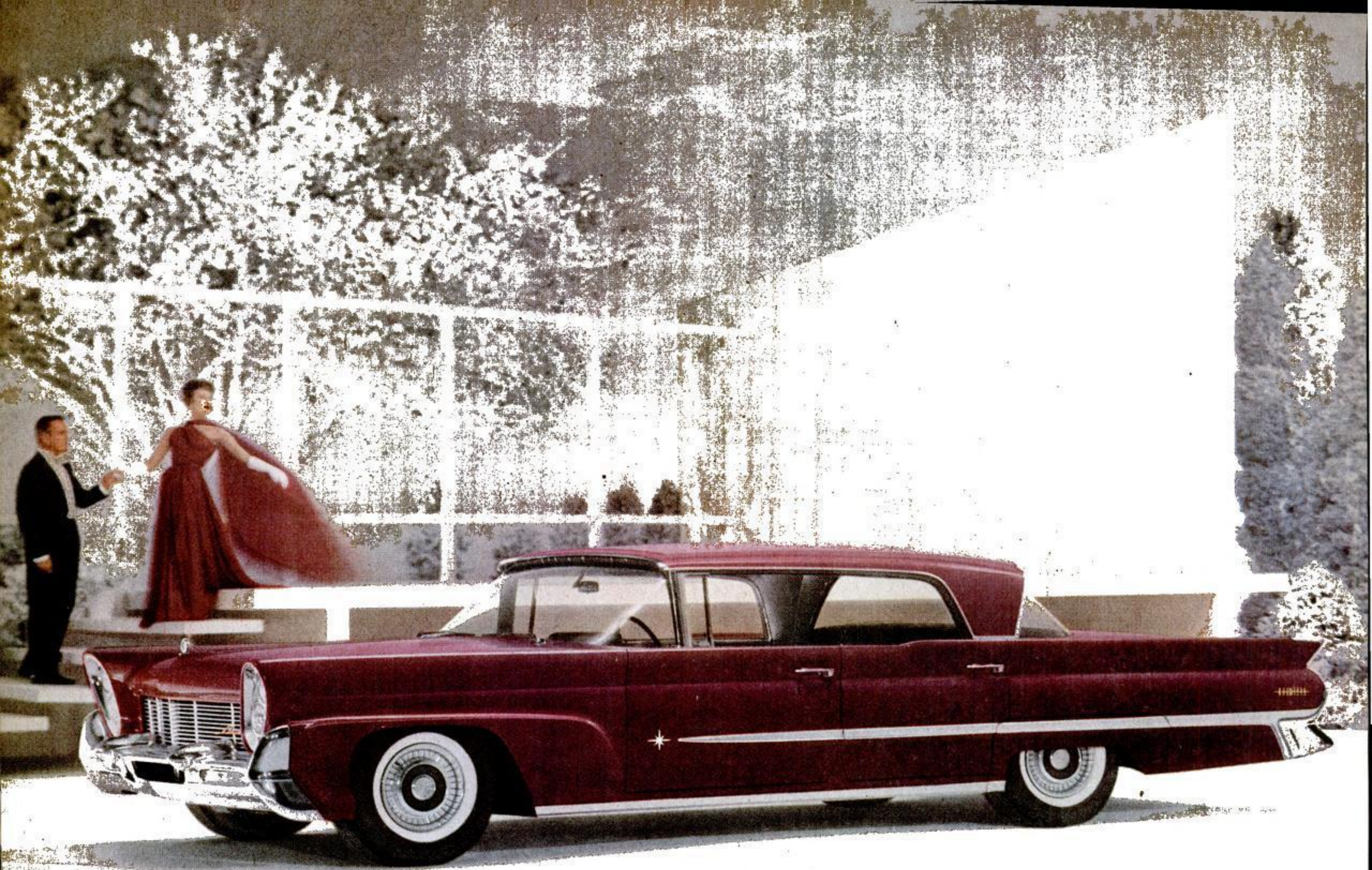
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All Brach's chocolates  
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the one fine car that lets you rediscover the rewards of exclusive fine car ownership



For the first time in many, many years, there is a new, *exclusively different* motorcar in the fine car field.

The new Lincoln — styled and crafted in the classic Continental tradition — is the one fine car that sets you apart from the commonplace.

It is the one fine car that combines clean, classic beauty with large size . . . the one fine car that is impressive without being ostentatious.

It is a superb, exciting car to drive . . . a car that will let you rediscover the pleasures of lux-

urious motoring. The engine simply whispers — for all its 375 horsepower. The body and frame are a single, solid unit — so that you may have lasting quietness over any terrain. And all about you, the decor of the interior is one of tasteful, classic elegance.

If, like so many others, you are seeking a fresh new kind of distinction in fine motorcars, this new kind of Lincoln for 1958 is the car you have been waiting for.

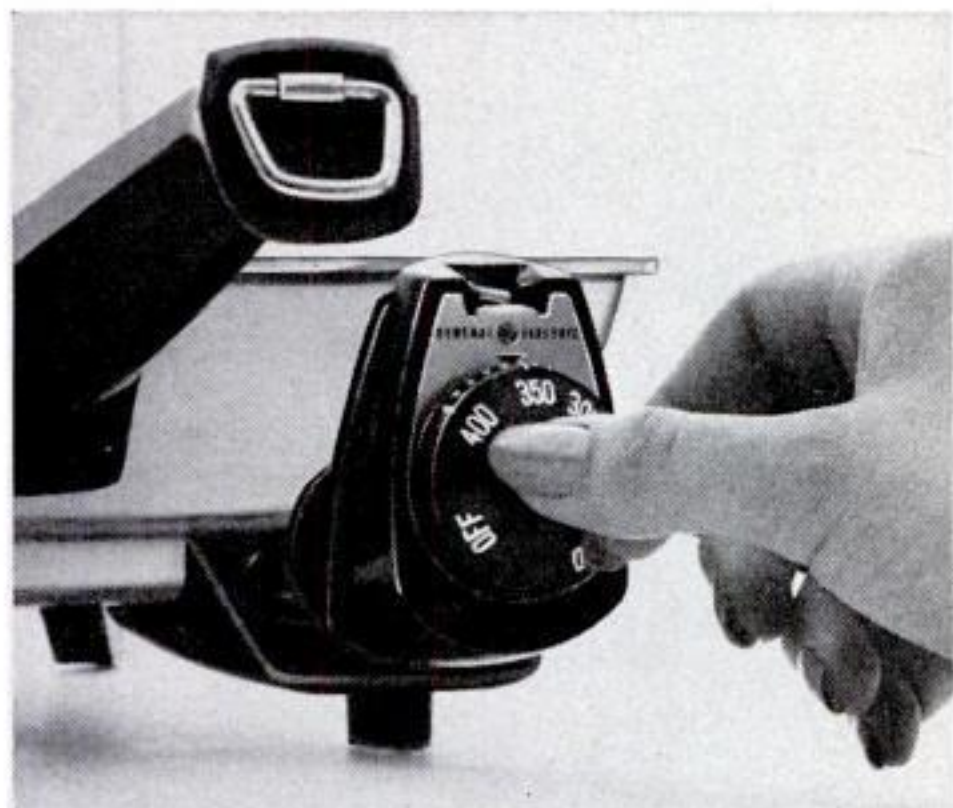
LINCOLN DIVISION, FORD MOTOR COMPANY

**Unmistakably . . . the finest in the fine car field**



THE NEW CONTINENTAL MARK III . . .  
inspiration for The New Lincolns





**Saves constant watching,** for now you set the temperature when you fry and cook just as when you bake. There's no need to keep adjusting the heat as with stove burners.



**Fried foods are digestible.** Only when fat gets too hot—begins to smoke—does it become indigestible. The skillet, with Silicone heat thermostat, prevents this—no smoking or burning.



**Cooks right at the table,** keeps food warm between servings—saves you from jumping up. The

General Electric Skillet is designed to complement your table setting. And it's safe on your finest cloth.

## New General Electric Automatic Skillet features more accurate, removable thermostat...\$21.95\* (cover, \$3.50\*)



**Makes delicious stews** and pot roasts, even casseroles and upside-down cakes, when used with a cover. Chart on handle lists temperatures. Signal light tells when to put in food.

**No burning! No smoking! No constant watching! Gives perfect results every time! Thermostat detaches so skillet can be immersed in water for easier washing!**

General Electric has just developed a radically new type of thermostat which uses Silicone. This substance allows more accurate heat control.

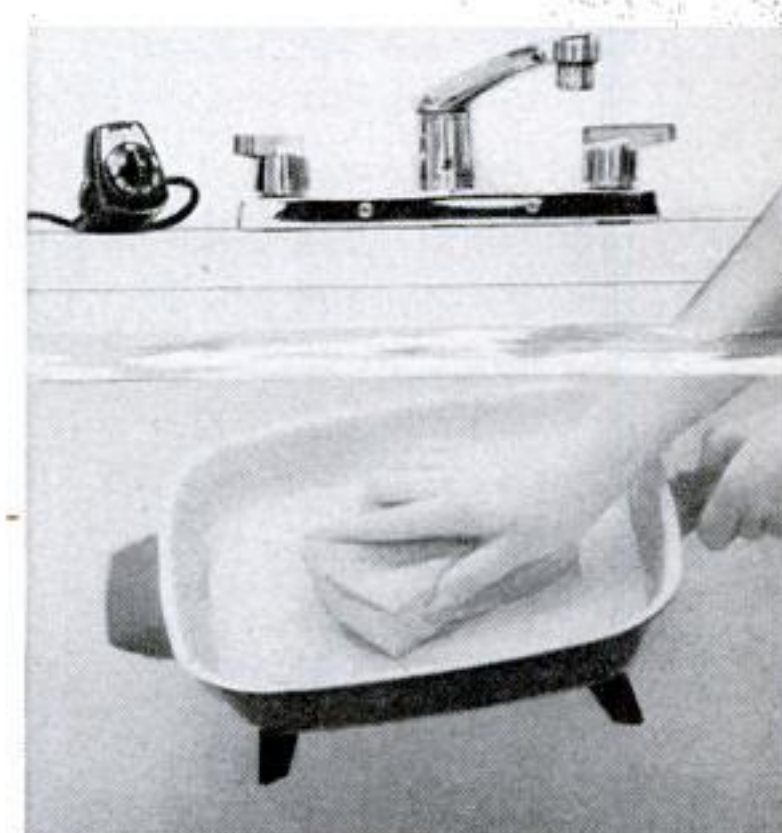
This means that the foods you fry and cook taste better—look better. For just as cakes and roasts come out best at one exact temperature—so all the foods you cook should have just a certain amount of heat.

Now you have your choice of a SQUARE or ROUND-shaped skillet! Ask your dealer about the round-shaped models starting as low as \$12.95.\*

General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.  
\*Manufacturer's recommended retail or Fair Trade price.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



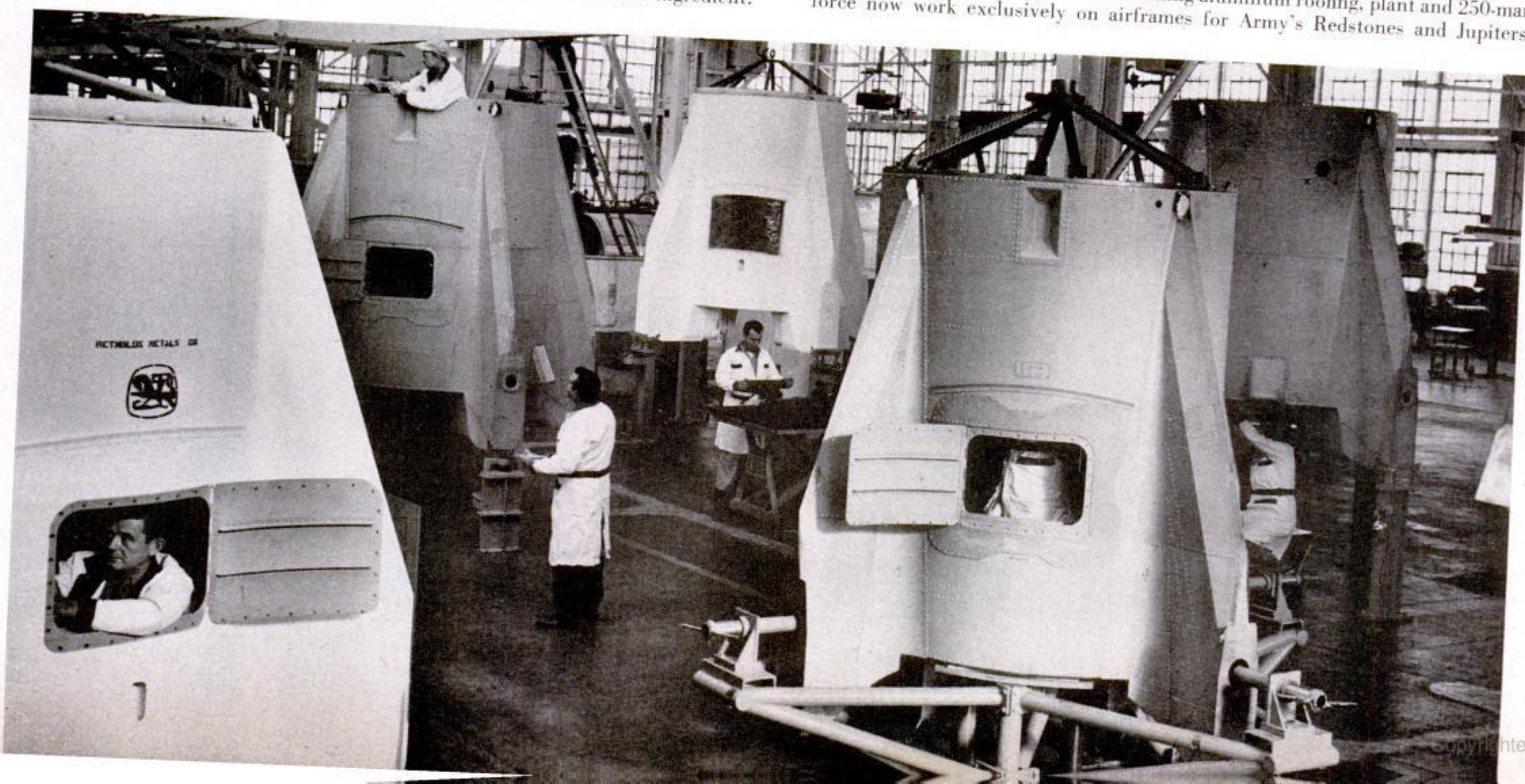
**Completely immersible!** Thermostat is removable—pulls right out like a plug—so this new skillet washes like an ordinary pan. Polished aluminum.





**PARADE OF MULES** lumbers away after dedication of \$20 million borax mine and refinery at Boron, Calif. The 20-mule team is famous trademark of U.S. Borax Company, now working to meet demands for boron as a missile fuel ingredient.

**TAILS FOR MISSILES** get final touches and inspection at Reynolds Metals plant in Sheffield, Ala. Formerly used for making aluminum roofing, plant and 250-man force now work exclusively on airframes for Army's Redstones and Jupiters.







## DESPITE TARDY START, AN IMPRESSIVE SHOW BY MISSILE INDUSTRY U.S. BUSINESS HEWS TO ITS TASK

The 20-mule team, lumbering past an old borax mine in the Mojave Desert last week, had that historic pioneer look about it. Indeed the borax, once hauled by the mule team, is now a fuel ingredient, serving the newest U.S. pioneers—the missile makers—who fill a role no less historic than their frontier forebears. They are mostly private businessmen.

The Russians have made enormous strides by commandeering all the resources of their empire for their missile effort. U.S. Defense Secretary Neil McElroy last week said it unequivocally: in missile development we are behind the Russians. The U.S., in relying basically on private industry, has set up a classic

testing of the American *vs.* the Russian way.

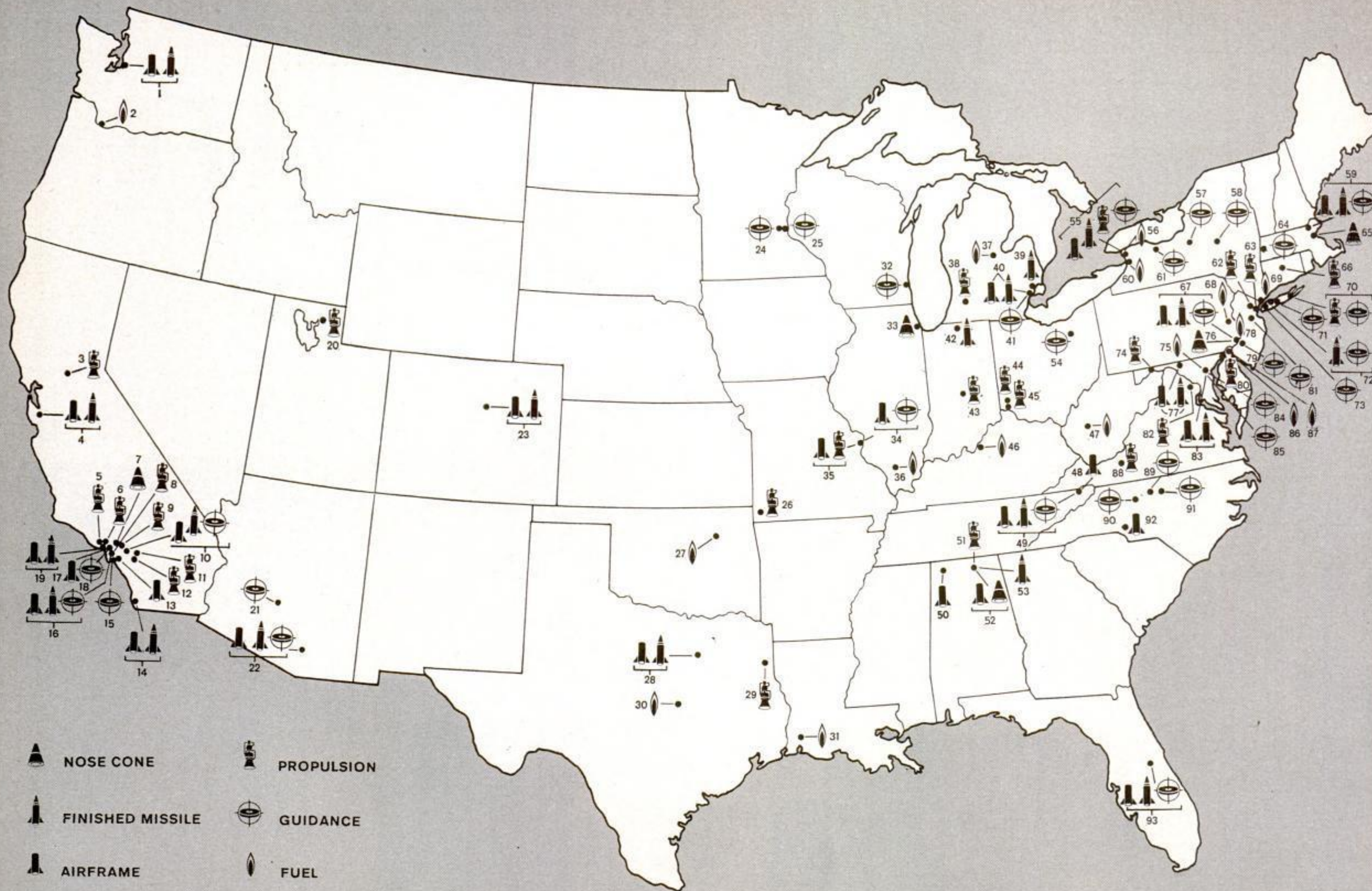
The extent of what the U.S. now has or will soon be getting in its missile program, as indicated in these 10 pages, will surprise most Americans. In 1951 the U.S. spent only \$21 million for missile procurement. This year it is spending \$2.5 billion for procurement, another \$330 million for research and development. And next year, as President Eisenhower promised in his Oklahoma City speech last week, total spending should increase sharply.

Such massive outlays have sent the missile plants and laboratories rising from Boston suburbs to California mountains (*see map, next page*). Nearly 200 firms hold prime contracts

for missiles and they farm work out to some 20,000 subcontractors. What the industry's total population is no one can be sure, but there are in it between 15,000 and 20,000 engineers alone. There are 28 different missiles now in production, and an unspecified number of others in the development stages.

The new pioneers of this enormous infant industry are a mixed breed: scientists turned businessmen, businessmen turned, by necessity, into scientists. The challenge they face is vast and continuing. The industry must now work feverishly to make up for the precious time lost by the missile program's belated beginning. They have set themselves to the task.





## THE WHO, WHERE, WHAT OF A SPREADING INDUSTRY

The missile business is now spreading across the whole country. This map shows most—but not all—leading producers of missiles and parts. Numbers

above refer to companies listed below with project each one works on. Where no project is specified, company works on many—or on ones still classified.

- |  |   |   |
|--|---|---|
| 1. Boeing: Bomarc  | 32. AC-Electronic: Regulus, Thor, Matador             | 66. United Aircraft (Pratt & Whitney Div.): Snark   |
| 2. Food Machinery Corp. (Becco Div.)   | 33. Cook Electric: Jupiter                            | 67. Philco: Sidewinder  |
| 3. Aerojet: Bomarc, Polaris, Regulus I & II, Hawk, Snark Sparrow I & III, Terrier I & II, Titan  | 34. Emerson Electric: Honest John, Little John        | 68. Air Products  |
| 4. Lockheed: Polaris   | 35. McDonnell: Talos, Talos L                         | 69. Allied Chem., Shell, (Linde Co. Div.) Union Carbide, Air Reduction, M.W. Kellogg, Buffalo Electro Chem. |
| 5. North American: Atlas, Redstone, Jupiter, Thor  | 36. Olin Mathieson                                    | 70. Fairchild Engine: Goose   |
| 6. Marquardt: Bomarc   | 37. Dow Chemical                                      | 71. American Bosch Arma: Titan  |
| 7. Cooper Development: Jupiter   | 38. Borg-Warner: Hawk                                 | 72. Sperry Rand: Regulus II, Sparrow I  |
| 8. Norris-Thermador: Sidewinder  | 39. Curtiss-Wright (Utica-Bend Div.): Dart            | 73. Ford Instrument: Jupiter, Redstone  |
| 9. Aerojet: Bomarc, Polaris, Regulus I & II, Hawk, Snark, Sparrow I & III, Terrier I & II, Titan | 40. Chrysler: Jupiter, Redstone                       | 74. Allegany Ballistics: Vanguard   |
| 10. Convair: Tartar, Terrier I & II  | 41. Burroughs   | 75. Food Machinery (Westvaco Div.)  |
| 11. Grand Central: Dart, Vanguard  | 42. Bendix Aviation: Talos, Talos L                   | 76. General Electric: Atlas, Thor   |
| 12. Hunter Douglas: Sidewinder   | 43. General Motors (Allison Div.): Regulus I, Matador | 77. Fairchild Engine: Goose   |
| 13. Northrop: Hawk   | 44. Bendix Aviation: Talos, Talos L                   | 78. Pennsalt Chemicals  |
| 14. Convair: Atlas   | 45. General Electric: Regulus II                      | 79. RCA: Talos L  |
| 15. North American   | 46. National Distillers                               | 80. Thiokol: Matador  |
| 16. Northrop: Snark  | 47. Food Machinery Corp. (Westvaco Div.)              | 81. Stavid Engineering: Regulus II  |
| 17. Firestone: Corporal  | 48. Sperry Rand: Sparrow I                            | 82. Atlantic Research: Vanguard   |
| 18. Gilfillan: Corporal  | 49. Raytheon: Sparrow III                             | 83. Martin: Matador   |
| 19. Douglas: Nike-Ajax, Nike-Hercules, Sparrow I & II, Thor                                      | 50. Reynolds Aluminum: Redstone, Jupiter              | 84. Westinghouse Air Arm Div.: Bomarc   |
| 20. Thiokol: Matador, Sergeant   | 51. Thiokol: Falcon, Lacrosse                         | 85. Bendix Aviation: Talos, Talos L   |
| 21. Motorola: Jupiter  | 52. ABMA (Army): Jupiter                              | 86. Dupont  |
| 22. Hughes: Falcon   | 53. Chrysler: Jupiter                                 | 87. Hercules Powder   |
| 23. Martin: Titan  | 54. Goodyear Aircraft: Matador                        | 88. Allegany: Nike-Ajax, Nike-Hercules, Honest John, Little John  |
| 24. Minneapolis-Honeywell: Vanguard  | 55. Bell Aircraft: Rascal                             | 89. Western Electric: Nike-Ajax, Nike-Hercules  |
| 25. Remington Rand Univac  | 56. Olin Mathieson                                    | 90. Western Electric: Nike-Ajax, Nike-Hercules  |
| 26. North American: Atlas, Redstone, Jupiter, Thor   | 57. General Electric: Atlas                           | 91. Western Electric: Nike-Ajax, Nike-Hercules  |
| 27. Bell Oil and Gas   | 58. General Electric: Sidewinder                      | 92. Douglas: Nike-Ajax, Nike-Hercules   |
| 28. Chance-Vought: Regulus I & II  | 59. Raytheon: Hawk, Sparrow III                       | 93. Martin: Bullpup, Lacrosse   |
| 29. Thiokol: Nike-Hercules   | 60. Food Machinery Corp. (Becco Div.)                 |   |
| 30. Phillips Petroleum   | 61. Eastman Kodak: Sidewinder                         |   |
| 31. Olin Mathieson   | 62. Reaction Motors: Titan                            |   |
|  | 63. Curtiss-Wright: Regulus II                        |   |
|  | 64. General Electric: Polaris                         |   |
|  | 65. Avco: Titan                                       |   |





# 'WE NOW HAVE A MANHATTAN PROJECT'

Dr. Simon Ramo, chief scientist of the Air Force ballistic missile program, is executive vice president of Ramo-Wooldridge Corp. Here he gives a businessman's view of our missile status.

by SIMON RAMO

SPUTNIK'S launching did not amaze U.S. missile men. And the public surprise was normal too: we Americans have always been inclined to discount Soviet scientific capability—and perhaps, because of security restrictions, to underestimate our own progress as well. It was as though the average citizen were looking at two icebergs, one representing the U.S. missile program, the other the Soviet technical stature, with only a part of each showing above the surface.

Although much of the hard core of the two icebergs must remain excluded from public view, there are many points which can be discussed, some of which are subjects of great misunderstanding. One of them is the vastness of our own ballistic missile programs.

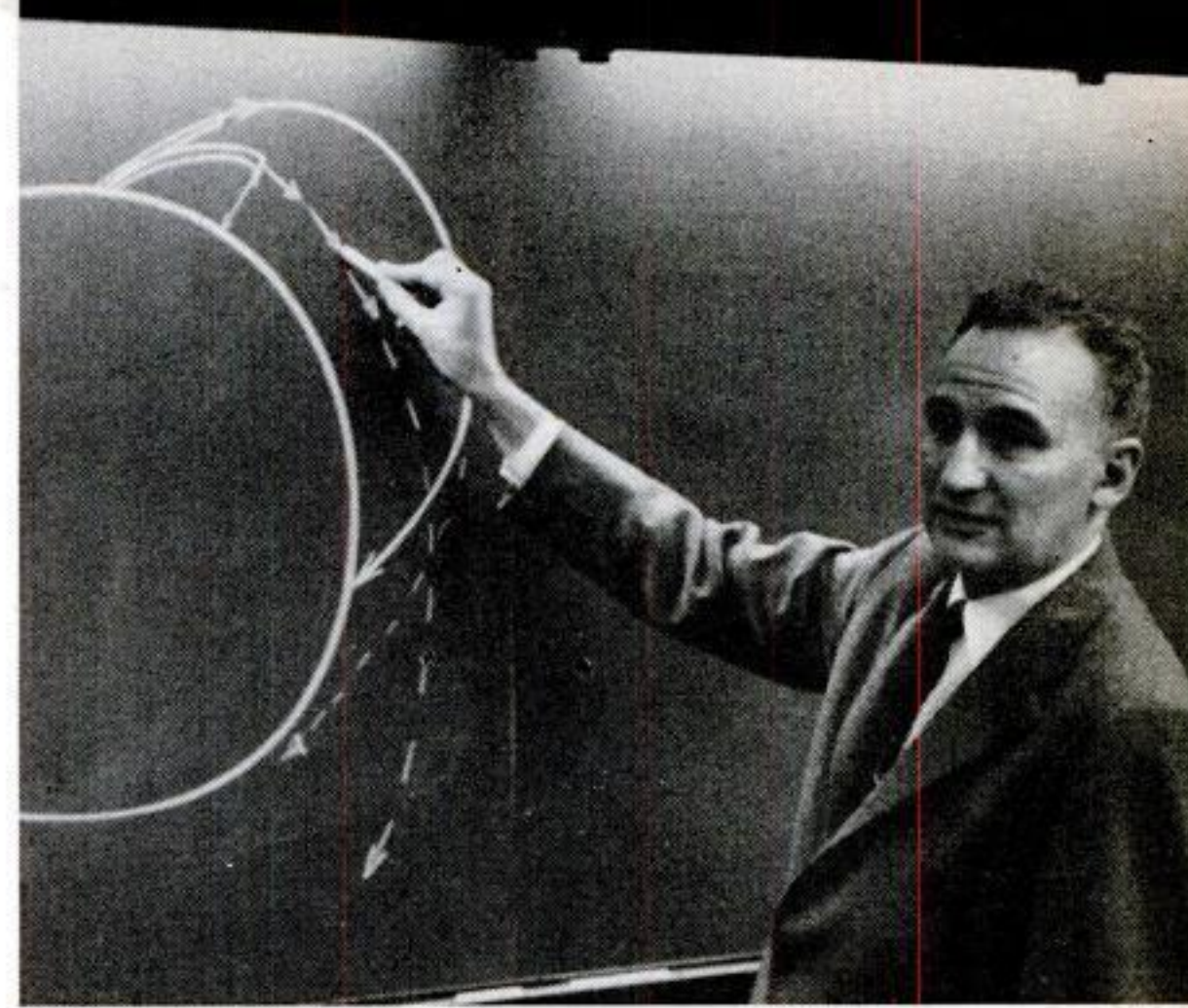
The largest of these was begun by the Air Force in 1954. An unprecedented team effort by science, government and industry quickly made the project the largest integrated development program ever attempted by this nation, not excepting the Manhattan A-bomb project. Competitions for the job of developing and manufacturing the hardware were so rushed that more than one company president complained that he would either have to reorganize his firm in a few weeks or head the development project personally.

The task of facility design and construction,

hardware development and testing was parceled out over the entire nation. Involved today in the work on the intercontinental Atlas and Titan missiles and the intermediate range Thor are no less than 22 industries, 17 major contractors, more than 200 subcontractors, thousands of suppliers and some 80,000 people, including much of the nation's top scientific talent. In making the Atlas, for example, Convair builds the airframe, General Electric and Burroughs the guidance system, North American provides the propulsion unit, G.E. the nose cone.

As of today not a single additional scientific breakthrough awaits accomplishment. The most difficult design problems were re-entry into the atmosphere and accurate guidance. Both have been licked. Twenty re-entry flights, for example, have proved our nose cone design. Of course a great deal remains to be done. Our position is analogous to that of the medical profession's right after the Salk vaccine had been discovered: many steps were still required before polio could be controlled. In missile development what remains now is finalization of design, preceded by careful testing. This testing is most difficult. The flight of a ballistic missile is almost a contained explosion—a tremendous thrust for a few hundred seconds, so controlled that the payload falls to earth at a predesignated point thousands of miles away. Consequently, an average test flight is so short that it cannot provide more than a fraction of the needed information. There must be a great deal of testing on the ground as well.

Even a successful flight test, furthermore, is not much more than a scientific demonstration



THE AUTHOR, Simon Ramo, describes re-entry problem. At 44, he has been in missiles 11 years.

unless it leads to immediate production. From the beginning, all Air Force missiles flown have been assembly-line models. This means that as the tests prove out each design, our nation will be ready with a production weapon of proved military capability. If we had pushed experimentation alone while neglecting production readiness, we might have completed recent spectacular flight demonstrations a little earlier. Such flights might have provided a degree of national satisfaction, and there might now be less concern in the U.S. over Soviet advances, but the advantage would have been temporary and superficial. We would not have had production designs.

What of the Soviet technological iceberg? Are the Russians ahead of us in rocket propulsion? Judging by the two Sputniks alone, that would be an unwarranted conclusion. The recent highly successful launchings of the Air Force's Thor prove beyond question that we have engines powerful enough to send weights greater than those of the Sputniks into satellite orbits. Also, launching a space satellite requires only a relatively crude guidance system, of a type far inferior to the best we have. This is not to say that Russia is necessarily behind. Actually, a comparison of the Sputnik with our developments does not make it clear whether Russia or the U.S. has the lead in the ICBM race.

In the second race, the race for further scientific conquest of space, the ICBM will make possible the next big step because it is powerful enough to lift really large payloads. Using the IRBM Thor as a booster, small rockets can be sent to the moon. But the ICBM makes possible much more than that—orbiting around Venus and Mars, for example. (ICBM hardware will also provide much of what will be needed eventually to put man into space.)

A dominant factor in determining when we complete any missile development is the starting point—and there is no way now of going back and starting all over at an earlier date.

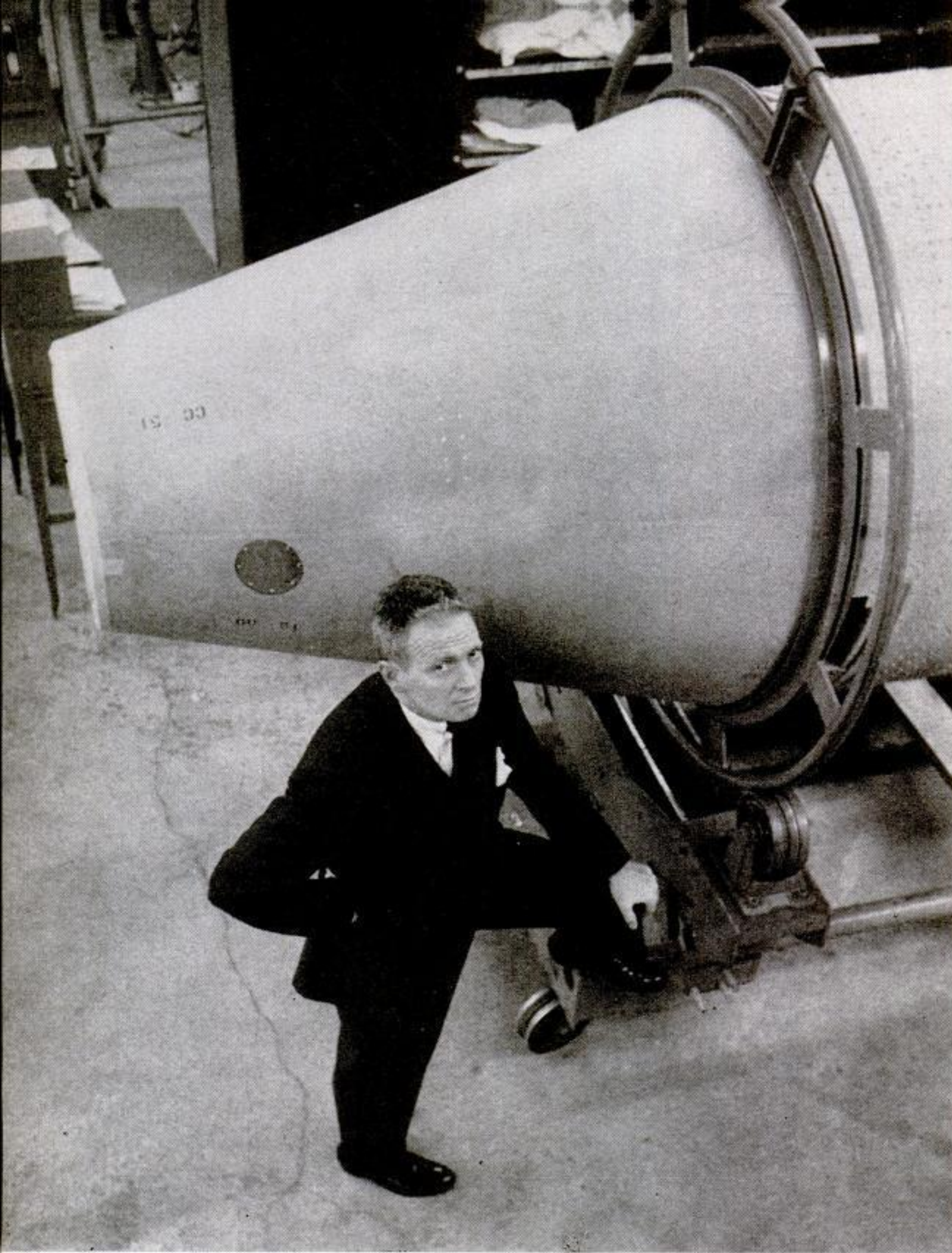
The Air Force's ballistic missile program has met the crash schedule laid out for it a few short years ago. If people who now speak of a new "Manhattan Project" mean a top-priority program which bypasses many administrative procedures and drafts a large segment of U.S. industry and science, then we now have a Manhattan Project. But if we want to guarantee that we do not lose the race, then we should strive for a super-Manhattan Project.



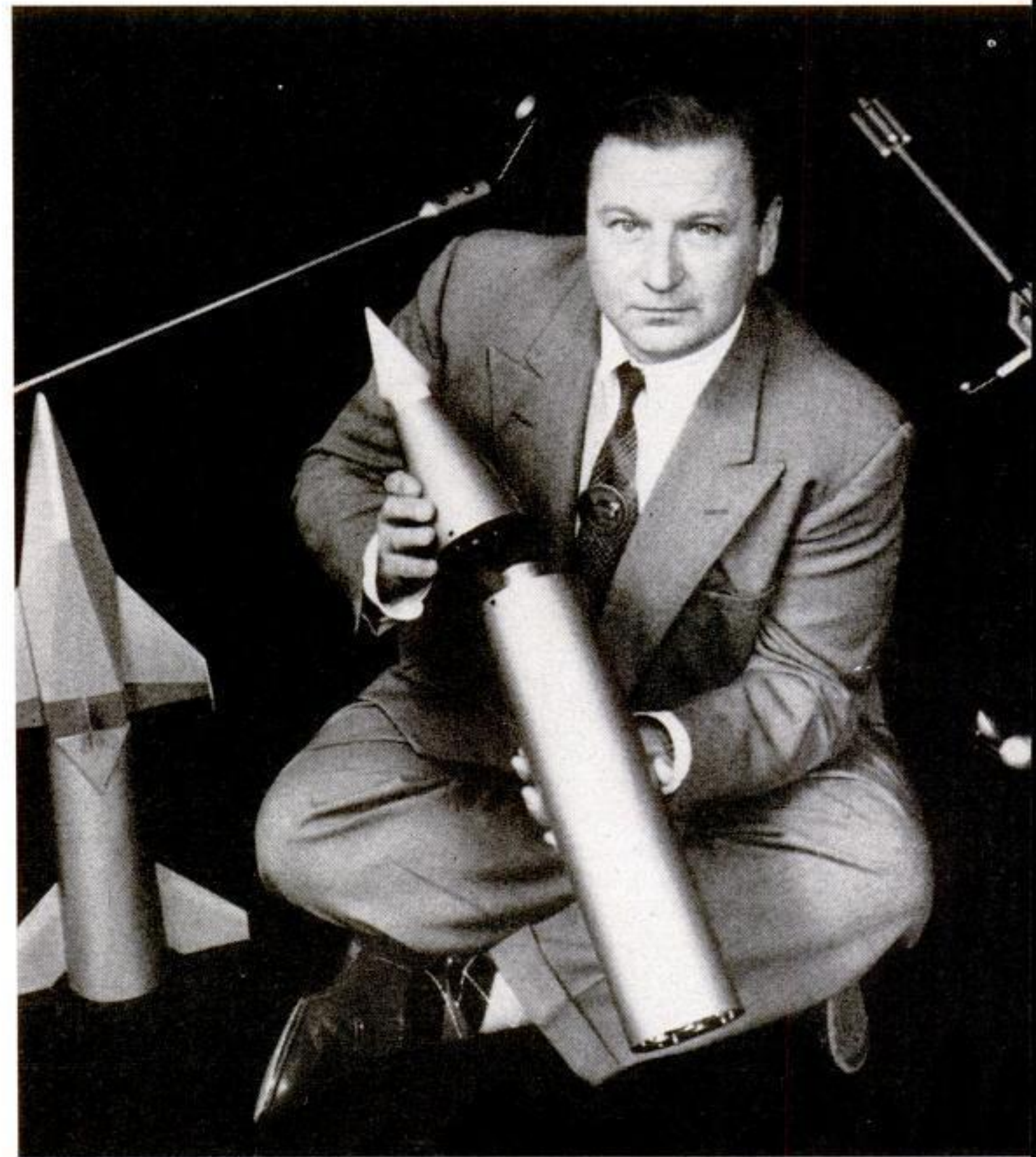
SMALL, GROWING FIRM, Magnetic Controls of Minneapolis was founded in 1952 by Ed Lewis (left) and Jim Kleason, who shows part of ground control system. Behind are most of firm's 115 workers.



## TOP BUSINESSMEN AND SCIENTISTS



**PRODUCTION BOSS**, Vice President Thomas Morrow of the Chrysler Corp., is in charge of mass production of the Redstone, shown without its nose cone. An executive rather than a missile expert, Morrow helped direct tank production at Chrysler during World War II, took over all the company's defense work in 1954.



**SPACE TRAVEL THINKER** Krafft Ehricke, now working at Convair, was formerly a member of Wernher von Braun's German rocket group at Peenemünde which developed the V-1 and V-2. Currently working on the Atlas ICBM, Ehricke here examines a model of a rocket designed to supply a manned earth satellite.



**PROPULSION PIONEER** James ("Dutch") Kindelberger, chairman of the board of North American Aviation, funneled his company's funds into the development of missiles and rocket propulsion systems for years before the government began appropriating sufficient money for missile development.



**FUEL BOOSTER** L. Kermit Herndon heads a research group which Olin-Mathieson Chemical Corp. organized to work on high-energy fuels. He helped develop a boron-based propellant that develops more heat than ordinary fuels. The Air Force recently awarded Olin-Mathieson a contract to produce it.



**PROJECT ENGINEER** Jack Bromberg of Douglas Aircraft heads production of the Air Force's IRBM Thor. Called "Thorhead" by his colleagues, he began working on missiles 11 years ago when he helped develop the Army's Nike. He stands here in front of towers built to test experimental fuel systems.



# TEAMED UP TO PRODUCE MISSILES



**GUIDANCE EXPERT**, M.I.T. Professor C. Stark Draper, contemplates a model of an inertial guidance system, considered the most accurate method so far developed for navigating an ICBM. Draper's work as head of M.I.T.'s department of aeronautical engineering is of major importance to the government's missile men.



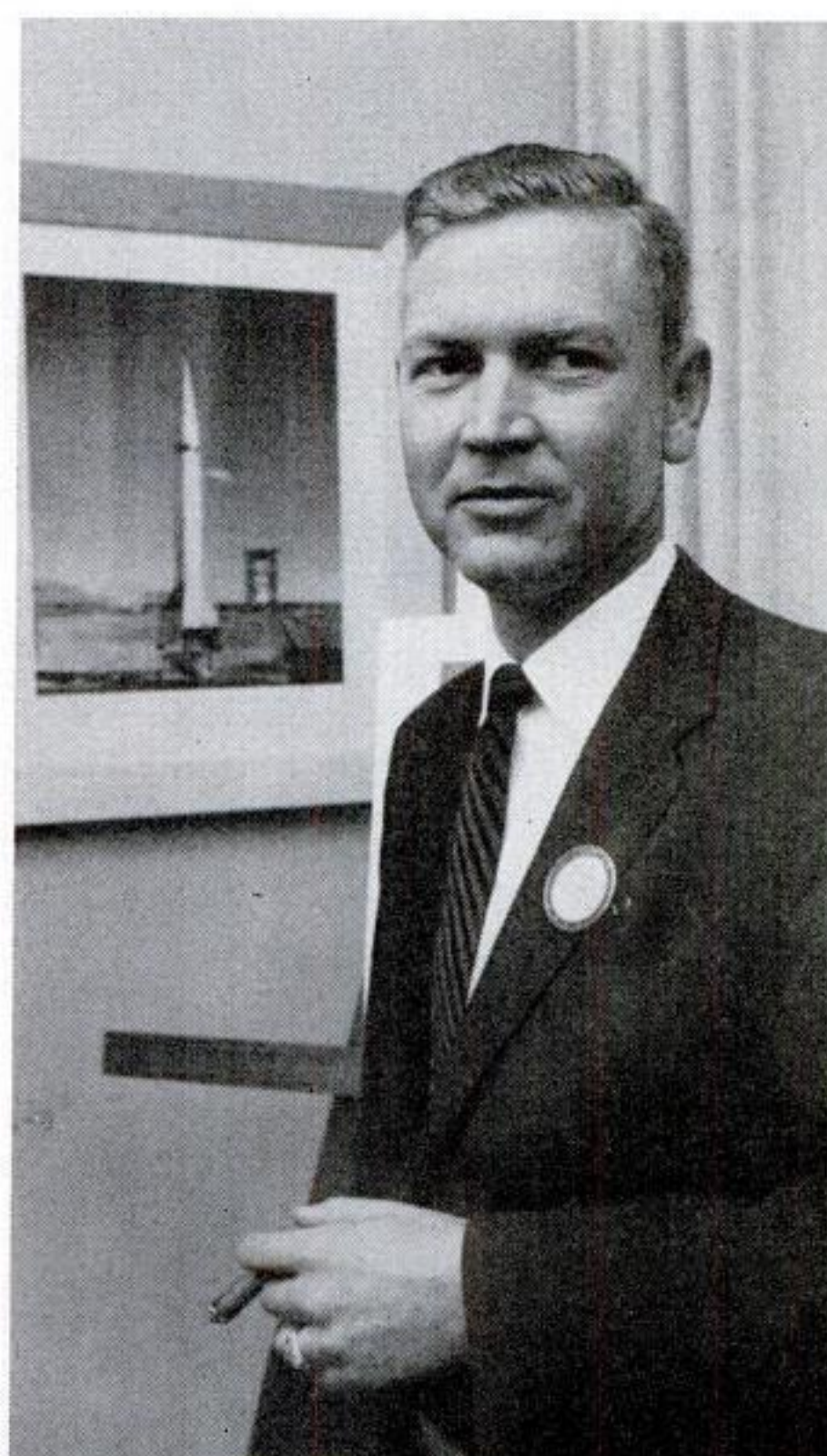
**ROCKET COMMUNICATIONS CHIEFS** for Lockheed, L. Eugene Root (*left*) and Louis N. Ridenour, kneel over blueprints at space communications lab. Behind them is pylon with model missile on top. Pylon moves on tracks and missile moves atop pylon to determine how it receives ground signals in all positions.



**SOLID FUEL PRODUCER** Dr. Harold Ritchey is technical director of Thiokol Chemical Company, which produces fuels for some 25 different kinds of rockets. Oddly shaped object before him is a core placed in fuel as it hardens, then withdrawn to yield fuel's geometrically designed combustion chamber.



**RE-ENTRY THEORIST** Dr. Arthur Kantrowitz, an expert on physical gas dynamics, helped found the Avco Research Lab in Everett, Mass. He developed hypersonic shock tubes to determine heat that missiles would encounter on re-entering atmosphere—data necessary for proper design of nose cones.

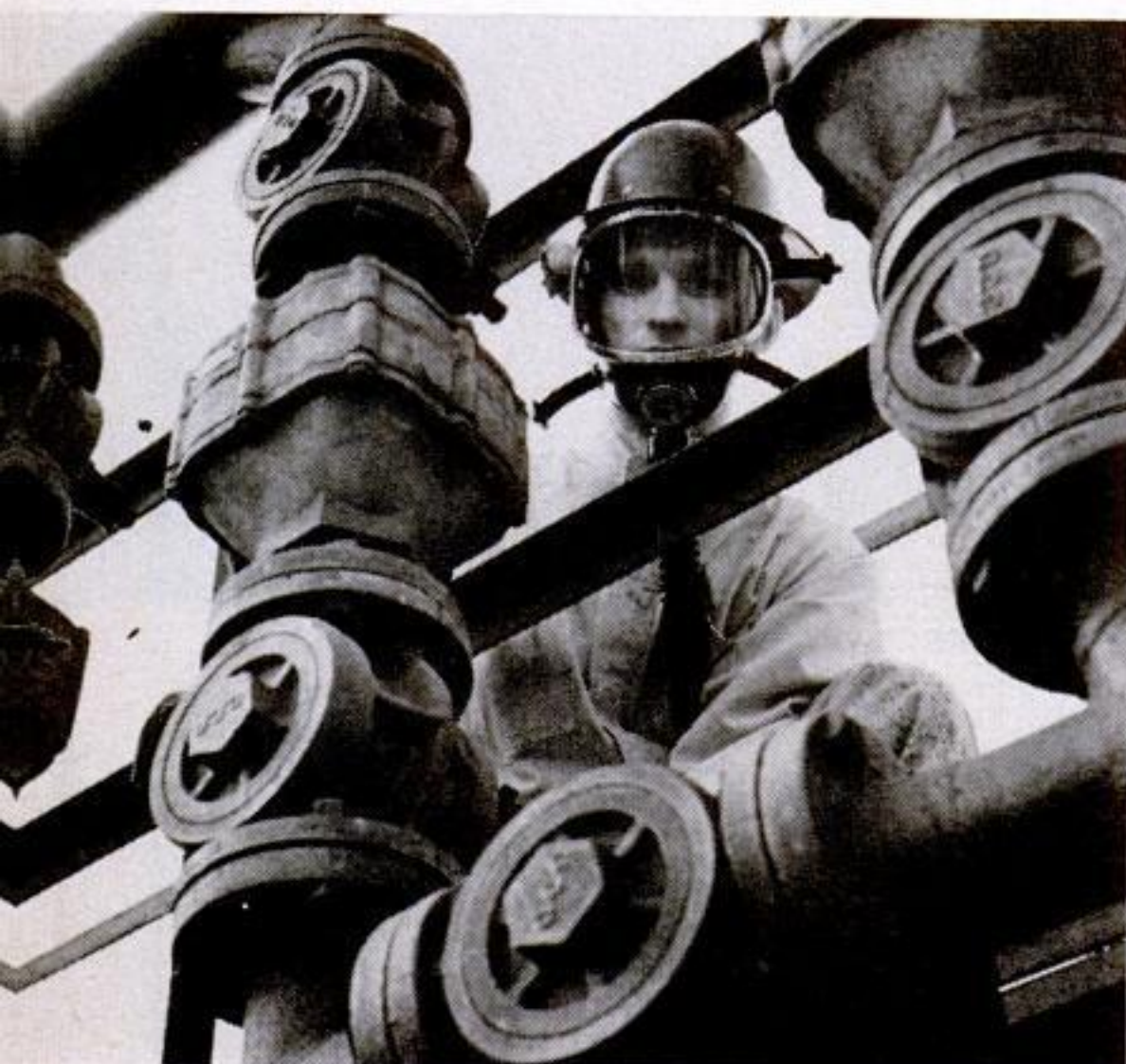


**ATLAS PRODUCER** J. R. Dempsey is manager of Convair's Astronautics Division, works with Ehricke (*opposite page*) in building the Atlas missile. A World War II squadron commander, Dempsey was in charge of all Air Force guided missile projects before he became head of Convair missile program.





**SHOVELING BORAX**, which contains boron used in a new high energy missile fuel, a worker tosses it onto a refinery loader at Boron, Calif. (p. 32, 33).



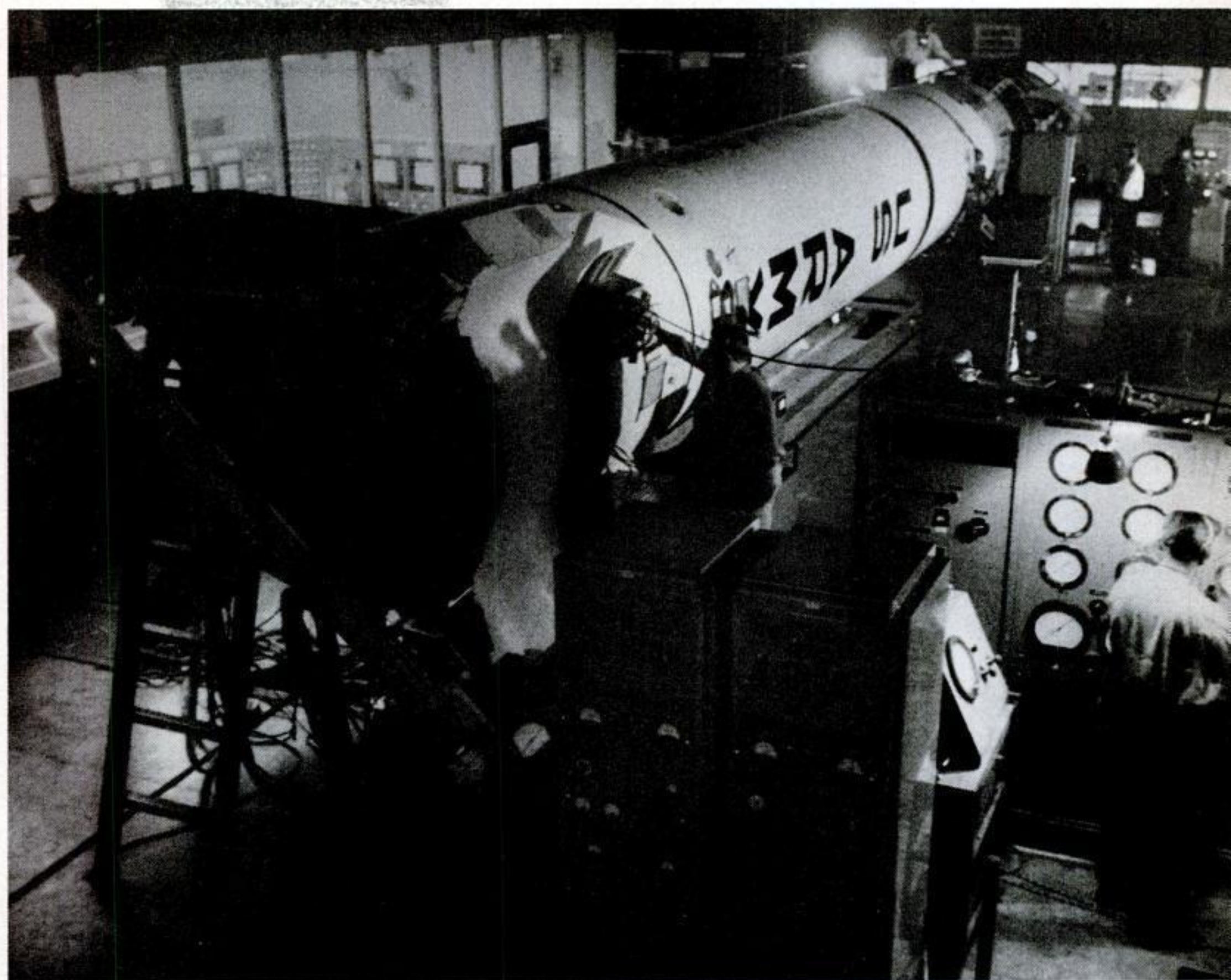
**LIQUID FUELS**, with boron base, are freed of dangerous vapors in pipe maze at Olin Mathieson near Niagara Falls, N.Y. Mask, helmet are required gear.



**SOLID FUEL**, a specialty of Thiokol, flows from a mixer as a thick liquid, is then pumped directly into the missile where it hardens to form propellant.







IN THE "GREENHOUSE" (glossary below) an Army Redstone gets its checkout. Parts came from dozens of makers to be assembled by Chrysler at

Sterling Township, Mich. Instruments on board at right and in control room at left, connected to missile, can simulate many conditions of actual flight.

## NEW HARDWARE AND TERMS, AZUSA TO ZIP

Missile making in the U.S. today requires not only the talents of top businessmen and scientists but a host of new skills and techniques by workers on the production lines. For the "hardware," the military term for weapons and their components, is a complicated set of machinery. Hundreds of fuels are in production or undergoing experiments. Delicate guidance systems flow from assembly lines. In heavy industrial facilities all this is assembled for final testing. The expanding missile program can use many facilities with which it is not now familiar. Businessmen interested in missile opportunities should contact the Military Procurement Information Office in the office of the Secretary of Defense, Washington, D.C.

A whole new language has grown up with the missile business, and the glossary that follows provides an indication of how diversified the field really is:

**AZUSA SYSTEM.** Apparatus that measures missile velocity and position during flight.

**BEEPER.** A person who flies a missile or pilotless aircraft by remote control.

**BIRDS.** Missiles.

**BIG BIRDS.** Big missiles, like ICBMs.

**BLAST FURNACE.** Missile engine.

**BOOTSTRAPPING.** Feeding back some of the engine's output into the turbo fuel pump to drive it faster and increase speed.

**BRAINS.** A guidance system.

**DOG HOUSE.** A protuberance that houses

instruments on rocket's otherwise smooth skin.

**ELEPHANT EARS.** Thick plates that reinforce hatches and holes in missile body.

**GREENHOUSE.** A check station where simulated flight tests are conducted (*picture at top*).

**INPUT.** Any idea offered on any missile subject (also on non-missile subjects, as: "What's your input on where to have dinner tonight?").

**IVORY TOWER.** A vertical stand to hold missile while testing its engine.

**KILL SWITCH.** A device for shutting down an experiment if something has gone wrong.

**PICK-UP.** A sensing instrument that measures a varying quantity, such as changing air pressure during flight.

**STILL.** A heat exchanger.

**STOVEPIPE.** Missile's outside shell.

**TIN BENDER.** A company that makes missile shells.

**TOP.** A gyroscope.

**TRANQUILIZERS.** Instruments needed to stabilize a missile's brains.

**T-TIME.** The moment the firing switch is closed to set off a missile.

**UMBILICAL CORD.** A quickly detachable cable through which a missile is powered and controlled while still on its ivory tower.

**ZIP FUELS.** Boron-based high energy fuels being tested in blast furnaces that send tranquilized birds bootstrapping up at T-time from ivory towers as Azusa systems follow the flight in the hope of adding more input to rocketry.

← **IMPORTANT FOR GUIDANCE,** gyroscopes are displayed by assembly line workers at Minneapolis-Honeywell plant, Minneapolis, in various stages of completion. Workers wear gowns and head covers to help keep delicate instruments dust-free.





THOR MOTOR TEST STARTS IN CLOUD OF STEAM. SUDDENLY TEST STAND IS ENVELOPED IN SMOKE. SOON STAND, MOTOR ARE BADLY DAMAGED BUT SALVAGEABLE

## THE FAILURES AND TRIUMPHS IN A CRASH PROGRAM WITHOUT END

A missile firing is, as Simon Ramo points out (*p. 35*), a controlled explosion, and the missile itself an enormously complex instrument, with thousands of parts and, accordingly, thousands of chances for failure. Along with their successes, missile makers have learned to bear stoically the old "back to the drawing board" routine. Last week in Neosho, Mo., for instance, North American engineers were set for a stationary test of a motor for the Thor. Then a faulty fuel line in the test stand itself caught fire, damaging the stand and almost totally destroying the motor (*above*). It was a dismaying accident for the men who had worked weeks to prepare the test. But the men are dealing with so many unknowns

and such violent forces that failures are inevitable—and even they are invaluable in providing essential information.

From design to production, the making of a missile requires a knowing deployment of many talents. The picture opposite suggests the diversified team that produced the Navy's intermediate range Regulus II. The picture also suggests the great strength and hope of the U.S. missile effort: its assembly-line techniques. The new industry's major producers are still largely old-line firms. Within them—as in many other firms—are skilled cadres around which the expanding industry can expand still further to meet the demands of a crash program that has no end.





**MEN TO MAKE A MISSILE**, representing component endeavors needed on a project, surround a Navy Regulus II at Chance-Vought plant at Grand Prairie, Texas. In front row is chief Navy representative, Captain D. E. Dressendorfer. Beside him is Chance-Vought's head missile man, Sam Perry. With them are

project engineers. The men at drafting board represent the some 700 engineers who were actually involved in designing the Regulus. There were 900 men in fabrication, 125 in testing, 125 in administration. The 13 men above in launching are the complete crew. It now takes 1,860 workers to produce each Regulus II.



# ADLAI, IKE AND THE POLITICAL VOID

Adlai Stevenson has agreed to work with the Dulles State Department in an advisory capacity. This is good for the State Department, which may get from its new man some able work for the coming NATO conference. It is also good to know that the Republicans are willing to listen to outside advice. Beyond that, the instructive fact about the Stevenson appointment is its resounding emptiness of political significance.

Adlai is titular head of the Democratic party, which has just scored smashing victories against Republican candidates in New Jersey, New York and Virginia. He accepts this assignment after two earlier refusals of jobs under Eisenhower, thus implying a degree of national emergency. Why then is there so little political excitement in it?

When Franklin Roosevelt induced Republicans Stimson and Knox to join his Cabinet in 1940, the country was furiously split between interventionists and isolationists. By accepting office Knox and Stimson gave a badly needed moral validity to FDR's foreign policy in the eyes of suspicious Republicans. Adlai is not accepting that degree of responsibility, to be sure, but the point of the comparison is that Eisenhower's political problem is so very different.

His sincerity and patriotism are already above suspicion. The country is not split by any profound issue. What is in

doubt among Democrats is not Eisenhower's policy, but his general adequacy to the manifold implications of the outer-space era. Democrats are beginning to liken the Sputniks to Hoover's unemployed; one columnist finds in Ike's recent speeches "a remarkably Hooverish demonstration of faith without works." The Democrats are not telling the President what to do. They are just telling him to do something.

Adlai is hardly the man to change such a situation. In the Little Rock crisis (where Ike *did* do something) Adlai proclaimed himself "deeply grieved by the action of my friend, Governor Faubus." The political void in Washington will not be filled by another top-drawer Hamlet. Ike is looking a little like Hamlet himself (as in his ambiguous attitude toward the next budget).

The country, we venture, does not give a good hoot in hell whether the policies emanating from the White House, in this November of 1957, bear a Republican, Democratic or bipartisan trademark. The country needs a symbol of bipartisanship the way it needs a hole in the head. Ike is already "President of all the people." The clear line we think he must lay down will be widely judged by nonpartisan standards, on its merits. Ideas and leadership to put them into effect make politics, not vice versa.

## NASSER'S SANDSTORM AND OLIVE BRANCH

President Nasser of Egypt has blown together another phase of his own inimitable sandstorm diplomacy. Egypt's propaganda has gone so far as to urge Jordanians to assassinate King Hussein, while stepping up the violence of its attacks on the U.S. and the Eisenhower Doctrine. At the same time, but more quietly, Nasser has made known to the West a newly conciliatory attitude about the Suez Canal claims and a desire to reopen friendly economic relations.

Behind the attack on Hussein lies Nasser's political ambition to incorporate a semi-independent Jordan in a pan-Arab federation run from Cairo. Behind the back-room olive branches waving at the West is economic desperation.

In the circumstances, the sandstorm should not merely drive the State Department to cover. The U.S. should take Nasser seriously, if not quite at face value. He is going to be around in Egypt for quite a while. He is no deluded pro-Communist like some of the young Syrian officers. His grievances against the U.S., although outrageously exaggerated, are not made of whole cloth. Most importantly, Nasser does need more trade and more economic help from the West.

The much maligned Eisenhower Doctrine originally contemplated this kind of aid. The Doctrine is a well-intentioned Big Stick that events have transformed into a propaganda punching bag. Its stated policy was to safeguard Arab independence by economic aid as well as military defense, but the first objective got lost in the shuffle. There is no present prospect of an "overt" military attack on any Middle East country by Russia. The Russians are far too successful with subversion. Washington should therefore quietly put the wraps on the over-publicized military protections of the Eisenhower Doctrine. But the way should be left open—and well marked—for all comers to discuss the less publicized economic aid provisions in the Doctrine.

Egypt's economic need underlies not only Nasser's current sandstorm, but a great deal of the Middle East's unrest. The best warrant for more stability in the whole area is a U.S. policy that keeps this need constantly in sight. As for Nasser himself, we need a test of good faith before serious talking can begin. The obvious way to meet the test is for him to stop his attack on Hussein and his lies about the U.S.

## WE NEED PROS IN THE SERVICES

In his list of "urgent" requirements of the U.S. defense system last week, the President included the fact that "the military services are underpaid." We trust this means he is going to back the Cordiner report, which was shelved last spring, and which would correct the most serious aspect of the military pay problem.

Because of low pay too few technically trained men are making a career of the Army, Navy and Air Forces. The services are overweighted with half-trained civilians in an era when only *professional* warriors can fight efficiently.

The progress of military technology has always run ahead of American ways of thinking. Our founding fathers' abhorrence of "standing armies" was until recently still used as an argument against the peacetime draft. Thanks largely

to General Eisenhower's long advocacy, universal peacetime service was finally accepted and enacted in 1951. But it was obsolete as soon as we got it. The cadres trained for atomic weapons and tactics will be the indispensable part of any operational army, however huge. But under the present system, the best trained officers and technicians are lost to the service just as their training is beginning to pay off. The Cordiner report recommended military pay scales that would check this costly turnover. Since it would add \$565 million to the military budget during the first two years, the Administration refused to put it in the 1957 budget. But the savings in subsequent years would soon be reckoned in billions. If this plan were now in effect, these savings would be a lot closer. So would a more efficient army, navy and air force.





QUICK FROZEN  
BY SWANSON

**When it bakes this juicy...with a crust this flaky...  
it's a quick-frozen Swanson pie!**

Here is apple pie that bakes to perfection every time! With the crispiest, flakiest crust that ever came out golden-brown . . . plumped high with firm, tender pie-apple slices . . . rich with juice that's homemade-spicy. Swanson keeps this fresh-made goodness right where it belongs, too. The juice stays juicy, the pastry dry. No heavy thickening is ever used, for thanks to Swanson freezing, there's no time for the juice to soak into the extra-special crust. Easy to fix? It's as simple as heating your oven, popping in the pie without thawing, and serving it hot and delicious. Have one soon.

Only Swanson pies, (apple, cherry, peach and blueberry) are made in the individual size and packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work by you!



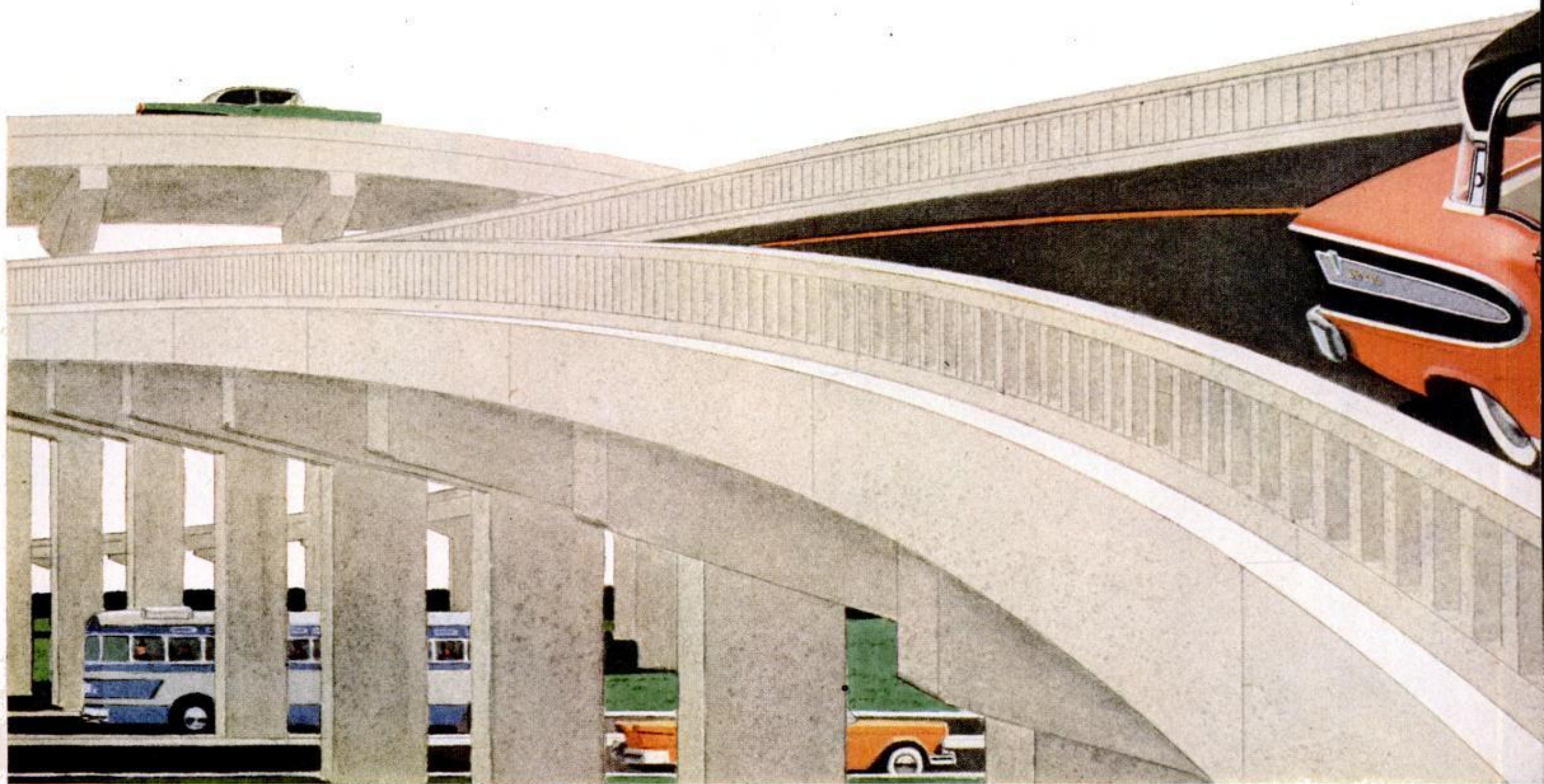
*Family Size . . . Individual Size.  
Apple, cherry, blueberry, peach.*

A PRODUCT OF *Campbell* SOUP COMPANY

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# "Mile after mile you'll like



**Elegance and  
originality make the  
1958 Edsel a car  
you will own  
with endless pride**

Edsel styling and Edsel coachwork are only the first things you will note with pleasure when you walk up to this newest of all cars.

When you slide behind the wheel of a 1958 Edsel, you'll find you are in for a new experience.

Handsome and carefully matched fabrics cover the Edsel's new and unusually comfortable contour seats.

And when you turn the ignition switch you'll find that the Edsel was made to

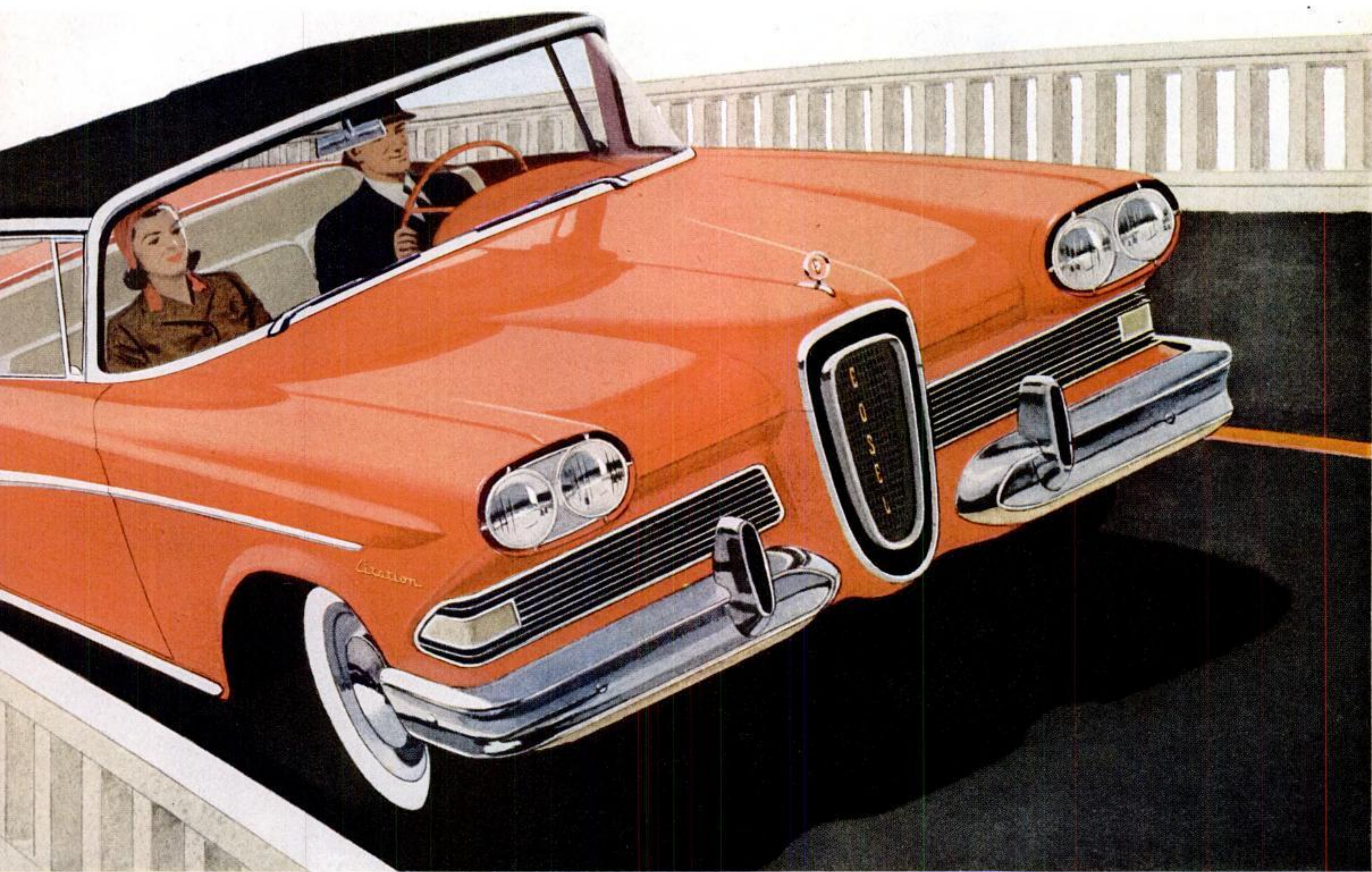
be driven with a totally new kind of ease, tirelessly, mile after mile.

Close at hand, you'll find the shift buttons. For, with Edsel Teletouch Drive, the buttons are where they belong: on the steering-wheel hub. In this car, you shift at a touch, while both hands stay at the wheel.

Under the long, straight hood that stretches out ahead of you is one of the big, new Edsel engines—the newest V-8 engines in the world. You have



# your EDSEL more"



*Edsel Citation 2-door Hardtop*

never before handled a car with this kind of usable power.

No matter how heavy the load or how rough the road, your car rides true as an arrow—*cradled on self-adjusting cushions of air*. For with new Edsel Air Level Ride you can now enjoy the added comfort and luxury of the ultimate in suspension systems—air suspension—available on all Edsel models. Anyone can tell at a glance that the Edsel looks like no other car—in its

magnificent lines, its classic vertical grille, its low, wide flight deck. To get in and drive is an equally different experience—and one you owe yourself.

Your Edsel Dealer invites you for a drive. Why not accept his cordial invitation this week? (Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series, 18 models.)

EDSEL DIVISION • FORD MOTOR COMPANY

# EDSEL

New member of the  
Ford family of fine cars





## Give these "Sippin' Cousins" this Christmas!

Look who's going together this Christmas! Bright mellow Four Roses Whiskey—and its smart new cousin, Four Roses Gin.

Now you can give both—the very finest of fine whiskies and the very driest, smoothest of gins. After all, who but Four Roses could bring you

such a softly subtle and gentle taste in gins.

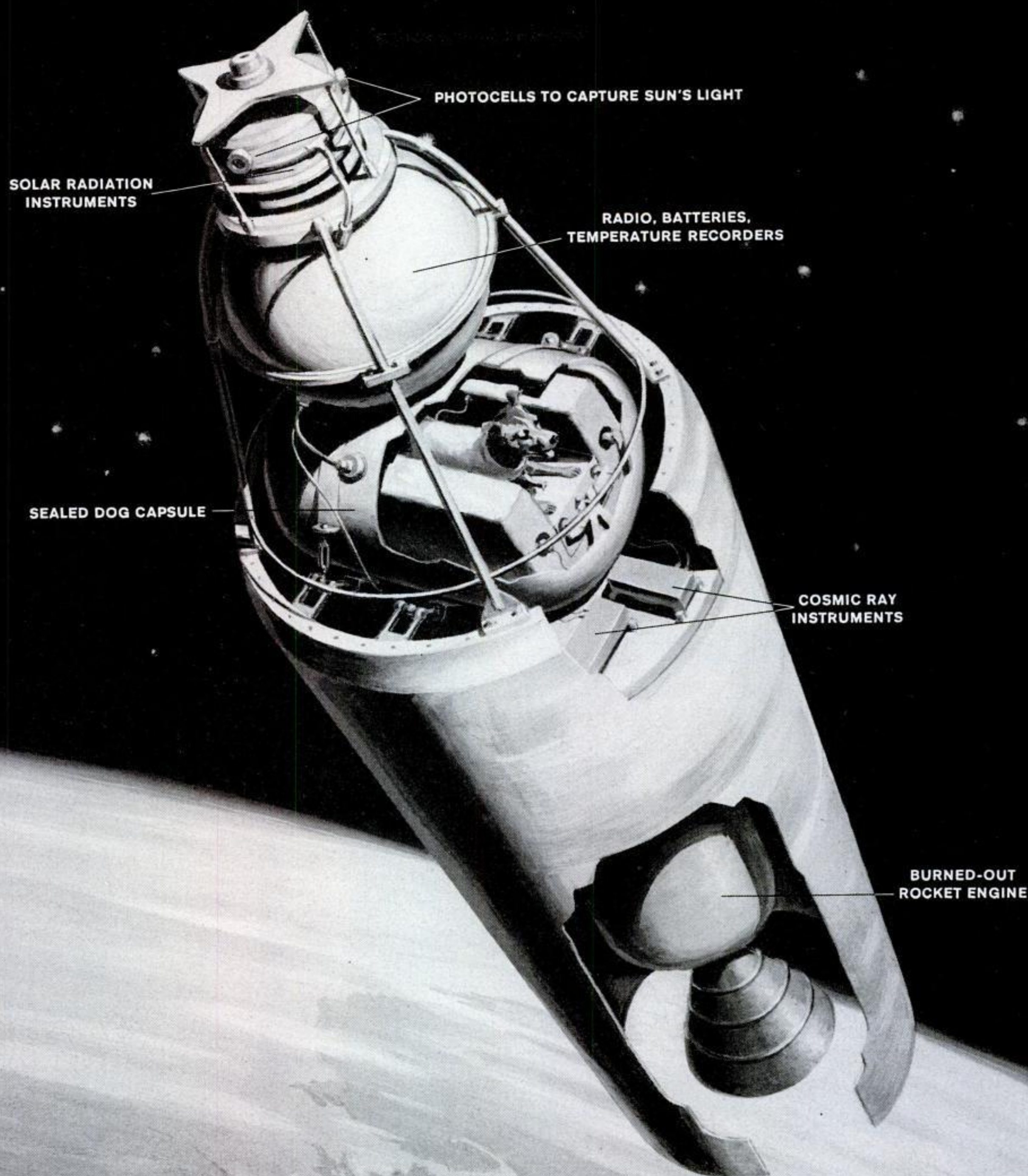
Both of these distinguished "cousins" come in beautifully quilted gift-wraps. (When you slip off the removable cellophane sleeves, there's no name on the outside to give away your two wonderful surprises.) You'll be doubly thanked!

Whiskey or Gin, Christmas-time is **FOUR ROSES** time



*The "cousins" come beautifully gift wrapped*





SPUTNIK II, SHOWN IN SCALE DRAWING ORBITING OVER THE U.S. EAST COAST, IS ABOUT 19 FEET LONG AND FOUR FEET IN DIAMETER AT ITS WIDEST POINT

## AN AUTHORITATIVE PORTRAIT OF SPUTNIK II

As Sputnik II, its radio and its passenger both dead, sped silently around in its orbit, the Soviets released photographs, sketches and new information which gave the West a clearer idea of what the second satellite was like. The drawing above, based on the new data and on experts' deductions, gives an informed and authoritative likeness of Sputnik II.

Unlike the spherical Sputnik I, the second satellite is rocket-shaped. Its framework is bare because the nose cone, not needed for streamlining after leaving the earth's atmosphere, has been dropped to uncover the instruments and reduce the over-all weight.

At the satellite's top, photocells trap and amplify sunlight so instruments can study the X-ray and ultraviolet portion of the sun's rays. The sphere directly below, an almost exact replica of Sputnik I, carries the radios which transmit data to the earth, the batteries that power them, and temperature-recording devices. The sealed dog capsule, shown in cut-away, contains the dog strapped to a shock-absorbing bed, a supply of

food (probably fed intravenously), air-conditioning chemicals, and instruments for measuring the dog's pulse, breathing, blood pressure and heart activity. These are connected to the radio transmitter. Just below the dog capsule are instruments for studying cosmic rays. At bottom is the burned-out rocket engine. U.S. missile men believe Sputnik II was the final stage of a three-stage rocket. Both Sputniks were launched with the same kind of fuel, the Russians said, contradicting earlier beliefs that a revolutionary new fuel had been developed for Sputnik II.

In Moscow, Dr. Aleksei Pokrovsky, the scientist who had trained Laika, officially announced that the dog had died after a week of orbiting in space. Laika had been "comfortable to the end" and died—"painlessly," he said—when the satellite's instruments stopped working, automatically cutting off the oxygen supply. There had never been any intention, added Pokrovsky, of trying to bring the dog back to earth, since the complex problems of recovering a satellite intact had not yet been worked out.



# A LOOK AT THE WORLD'S WEEK

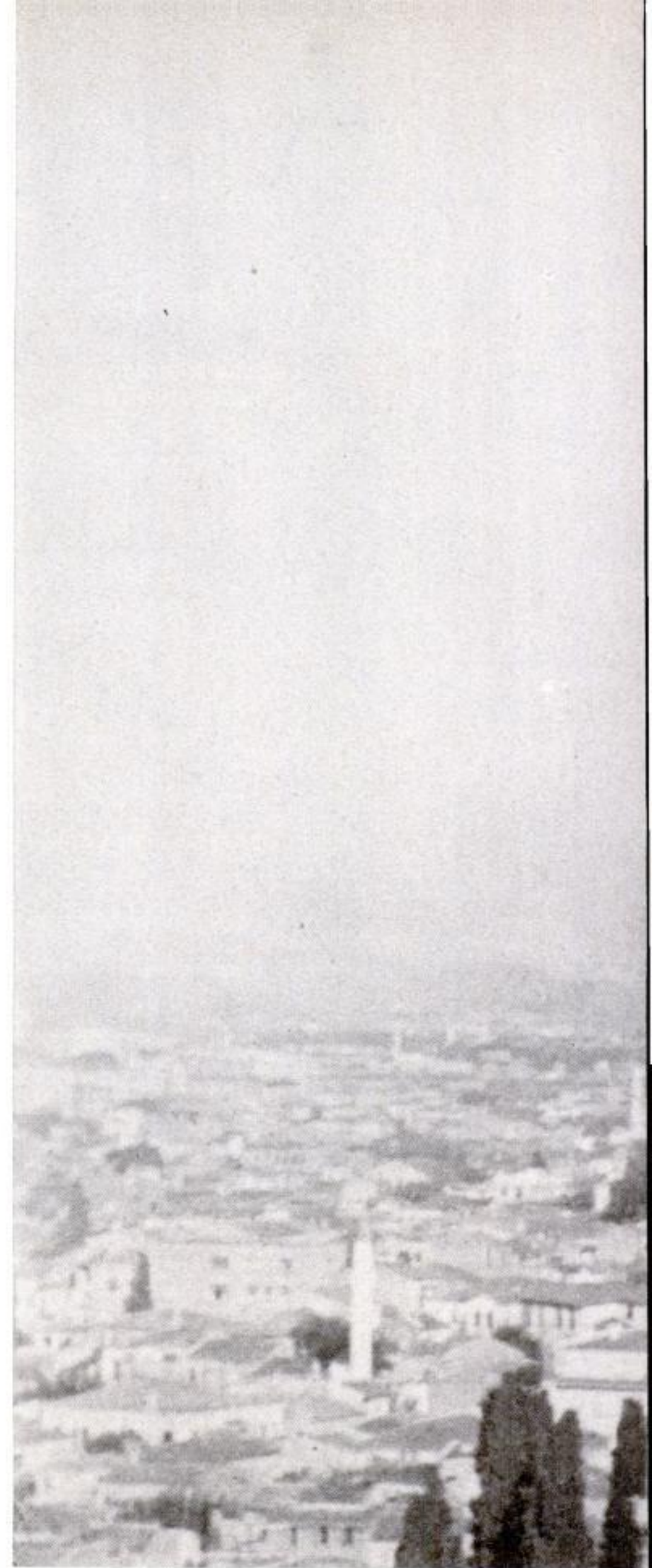


## A MENACING HOLE

A six-by-six-foot hole suddenly developed in Seattle's Ravenna Boulevard. In four days it grew until it was 200 feet by 150 feet and 70 feet deep. A mammoth sewer line had collapsed, threatening nine houses and an apartment building. Then the sewer clogged, flooding a half-mile-square area, and bringing the estimate of damage and repairs to \$5 million.

## GRADE-SCHOOL GUEST →

Second- and third-graders at Washington's Grant School, near the White House, formed a circle around a surprise guest and popped questions at her. Mrs. Mamie Eisenhower had dropped in because it was National Education Week. Why hadn't she brought her husband? "He's very busy . . . flying to Oklahoma" (to make a speech), the President's wife told them.



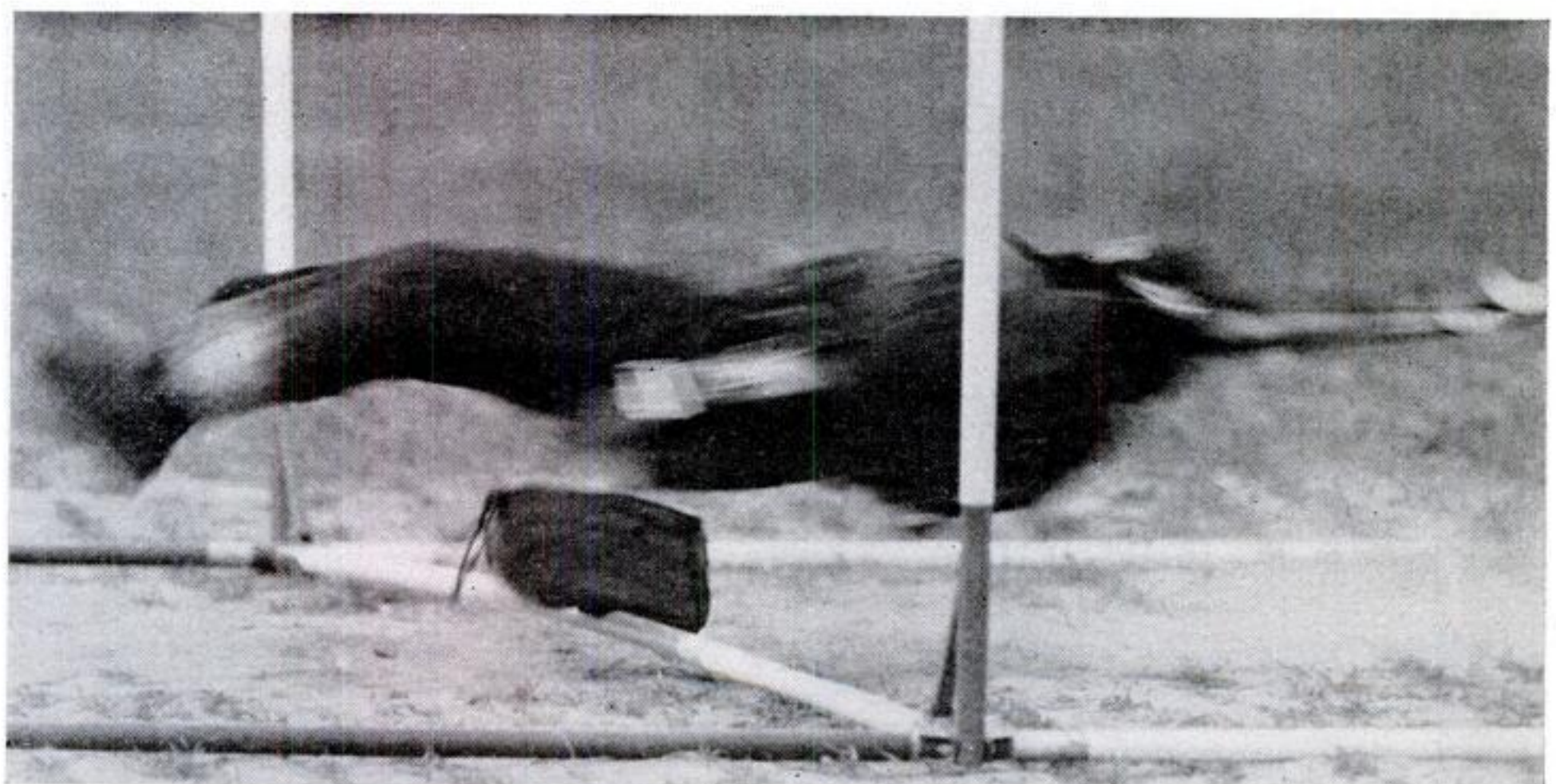




### OVER A CITY, AN OPEN DOOR TO DEATH

High over a section of Ismir, Turkey, hung the front end of a bus. Wheeling around a curved bridge, it had collided with another bus and careened through a reinforced concrete wall to

its precarious stop. None of the passengers was hurt by the crash, but in panic one woman with a child in her arms rushed to the front door and stepped out to empty space and death.

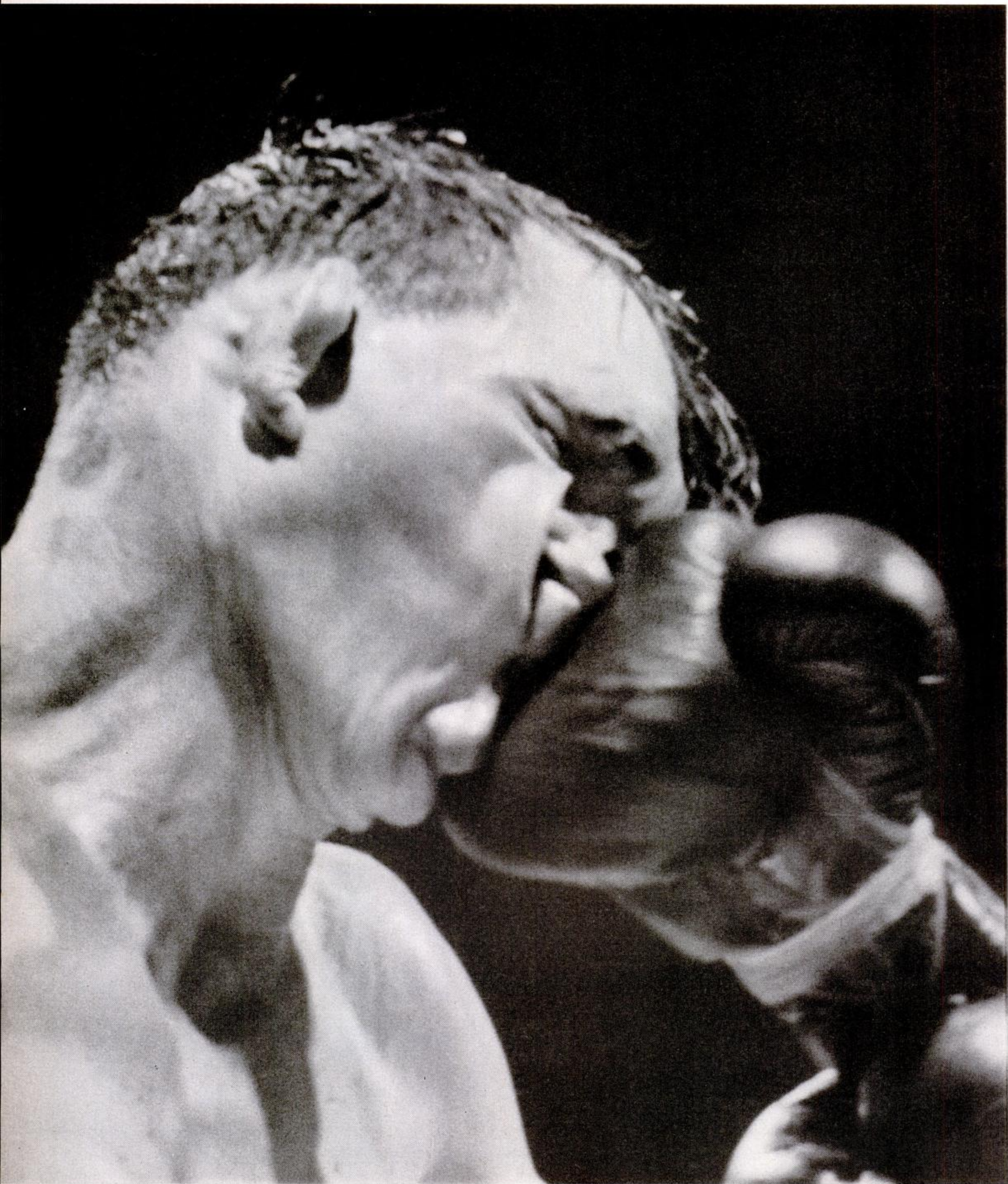


### FROM THE GROUND, A 150-MPH BODY SNATCH

Engineer Harry Conway sat on a Wilmington, Del. airport to test new equipment his company hopes will enable large planes to pick up downed airmen without landing. A plane flew

over at 150 mph, hooked ropes strung between poles and attached to Conway's body harness. This lifted him off his cushion and performed the fastest successful body snatch in history.





### THE MASHED-IN FACE OF AN EVENTUAL WINNER

Former Middleweight Champion Gene Fullmer looked for all the world like a loser when Neal Rivers caught him flush in the face with a right in the eighth round of a 10-round New York match. The cauliflower-eared

fighter's eyes went shut as the blow mashed his nose and mouth into a rubbery mess. But though he took plenty, Fullmer landed so many rights and lefts himself that the officials awarded him a split decision.



Kellogg's will pay you **25¢** for trying this **BIG** plateful



of

# MARSHMALLOW CRISPY TREATS



Ha ♪  
Ha ♪ Ha  
Ha-a-a ♪  
Ha ♪

See Woody Woodpecker  
(© Walter Lantz Prod.)  
now appearing on TV for  
Kellogg's exclusively.

Kellogg's  
**RICE  
KRISPIES**

## 6 Minute marshmallow crispy treats

Kids and moms, here's thrifty fun! Just in case you've never had Crispy Treats at your house—(or even if you have!)—Kellogg's would like to buy you a big 25¢ plateful. Because we think we owe it to little kids everywhere (and big kids, too) to make this special "fun" candy as easy to try as it is to make. And that's very easy. So be a smart bird... and let Kellogg's stand treat!

1/4 cup butter or margarine  
1/2 pound (about 32) regular or 3 cups  
miniature marshmallows  
5 cups Kellogg's RICE KRISPIES

- 1 Melt butter in 3-quart saucepan. Add marshmallows and cook over low heat, stirring constantly, until marshmallows are melted and mixture is well-blended. Remove from heat.
- 2 Add Rice Krispies and stir until well-coated with marshmallow mixture.
- 3 Press warm marshmallow crispy mixture lightly into buttered 13x9-inch pan. Cut into squares when cool. YIELD: 24 2-inch squares.

NOTE: 2 cups (1 1-pint jar) marshmallow creme may be substituted for marshmallows. Cook with butter over low heat about 6 minutes, stirring constantly.

**Kellogg's** CRISPY TREATS,  
BOX 22, MARION, OHIO

Be an early bird, too. This delicious offer closes February 1, 1958.

Our family "ate up" your offer! So will you please send us a bright, shiny new quarter? (Limit one to a family.) I'm enclosing: (1) A boxtop from a 5½, 9½, or 13-oz. Rice Krispies package and (2) A brand name and weight cut from an 8-oz. (or larger) marshmallow package, or a label from a marshmallow creme jar.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Offer subject to change or withdrawal at any time, is good in continental U. S., Alaska, Hawaii and Puerto Rico, except where prohibited, taxed, licensed or regulated. © 1957 by Kellogg Company—"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-toasted rice.

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## Look! Portable TV from \$129.95— It's a wonderful Christmas

Easy to see why Santa delivers more RCA Victor TV than any other kind. No other TV offers so many fine features or such a choice of models—47 of them, completely new inside and out.

**New lean, clean and mirror-sharp** black-and-white TV. Dramatically slender and clean of line, it fits beautifully where other TV couldn't go at all. Cabinets are up to 9½ inches slimmer! And look at the *variety*: trim table models, TV that rolls, swivels and even fits *in corners*.

Listen to it! That's Balanced Fidelity Sound—the finest! You also get the newest tuning fea-

tures and "One-Touch" on-off control.

**New "Flight-Line" Portables.** Breezy, easy-going TV to take along, in every popular size. Popular prices, too. Your ideal second set.

Most important, every model gives you RCA Victor's new "Mirror-Sharp" picture for the sharpest, clearest contrasts in TV!

**New "Living Color" TV**, including the superb new Mark Series. The happiest surprise a Santa could put under any tree, the gift of color! It's *performance-proved*—backed by service records from tens of thousands of homes. The colors

come in bright, natural, with realism that's near startling. Tuning is a snap. The picture *holds* sure and steady. And you get great color programs every day *plus* all the black-and-white shows.

**Contact your favorite Santa** or TV dealer—and ask for RCA Victor TV *soon*—you'll make sure of a wonderful Christmas.

**BE SURE TO SEE** the Perry Como show on Saturday evenings—and the George Gobel-Eddie Fisher shows on Tuesday evenings. Also "Tic Tac Dough" on Thursday evenings and "The Price Is Right" on Monday evenings. All on NBC-TV.





# corner TV-lowboys-Living Color! in RCA Victor land!

**A.** Nassau, 14PT802, 14"™ portable, 108 sq. in. viewable area. Ebony finish. \$129.95.  
**B.** Socialite, 17PD809, 17"™ Deluxe portable, 156 sq. in. viewable area. Blue-and-gray finish. \$189.95.  
**C.** Hathaway, 21PD811, 21"™ Deluxe portable, 262 sq. in. viewable area. Ebony-and-gold finish. \$229.95.  
**D.** Dalton, 21T820, 21"™ super table TV, 262 sq. in. viewable area. Ebony finish. Optional power tuning, remote control. \$199.95.  
**E.** Portland, 21T824, 21"™ swivel table TV, 262 sq. in. viewable area. Mahogany grained finish. \$219.95.  
**F.** Fielding, 21T837, 21"™ super console, 262 sq. in. viewable area. Limed oak grained finish. \$239.95.  
**G.** Langston, 21T840, 21"™ super glide-along console, 262 sq. in. viewable area. Limed oak grained finish. \$269.95.  
**H.** Malvern, 21T847, 21"™ "Custom-Corner" TV, 262 sq. in. viewable area. Walnut grained finish with blond face. \$289.95.

**I.** Garvey, 21T846, 21"™ lowboy, 262 sq. in. viewable area. Birch finish. \$289.95.  
**J.** Longport, 21T842, 21"™ super console, 262 sq. in. viewable area. Limed oak grained finish. \$309.95. Other finishes \$299.95.  
**K.** Robbins, 21D852, 21"™ Deluxe console, 262 sq. in. viewable area. Mahogany grained finish. \$349.95.

\*Tube overall diagonal measurement.

**L.** Montgomery, 24D867, 24"™ Deluxe lowboy, 332 sq. in. viewable area. Birch finish. \$395.00.  
**M.** Aldrich, 21CS781, 21"† Color TV table model, 254 sq. in. viewable area. Mahogany grained finish. \$495.00.  
**N.** Anderson, 21CD886, 21"† Mark Series Color TV console, 260 sq. in. viewable area. Walnut grained finish. \$750.00.

†Tube overall diameter measurement.

GIVE "THE GIFT THAT KEEPS ON GIVING"



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA

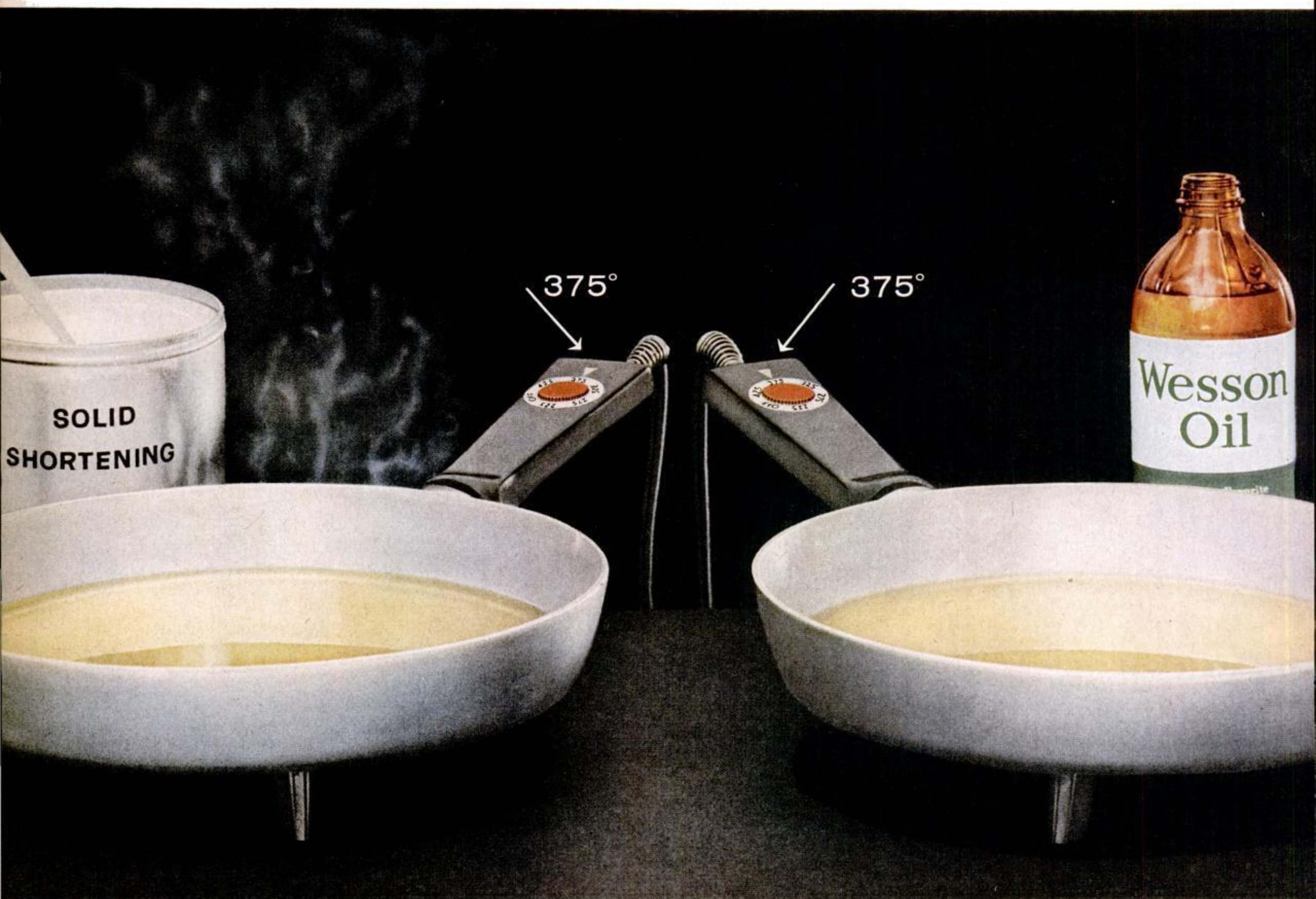


Mfr's nat'lly adv'd VHF list prices shown. UHF optional, extra. Slightly higher for West, South. Prices, specifications subject to change. **RCA VICTOR FACTORY SERVICE CONTRACT.** Fine service for the finest in television! Only RCA Victor TV owners can buy an RCA Victor Factory Service Contract for expert service and installation by RCA's own technicians. Branches in most TV areas.



# Wesson<sup>®</sup> Oil

## takes the smoke out of frying!



**SOLID SHORTENINGS SMOKE BECAUSE** they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

**WESSON OIL DOES NOT SMOKE BECAUSE** it is *all* shortening in its purest form—nothing added. So clear and brilliant, so light in body, Wesson sparkles as it pours. No other as fresh, as pure and as light.

© 1957 WESSON OIL & SNOWDRIFT SALLS CO.

## Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

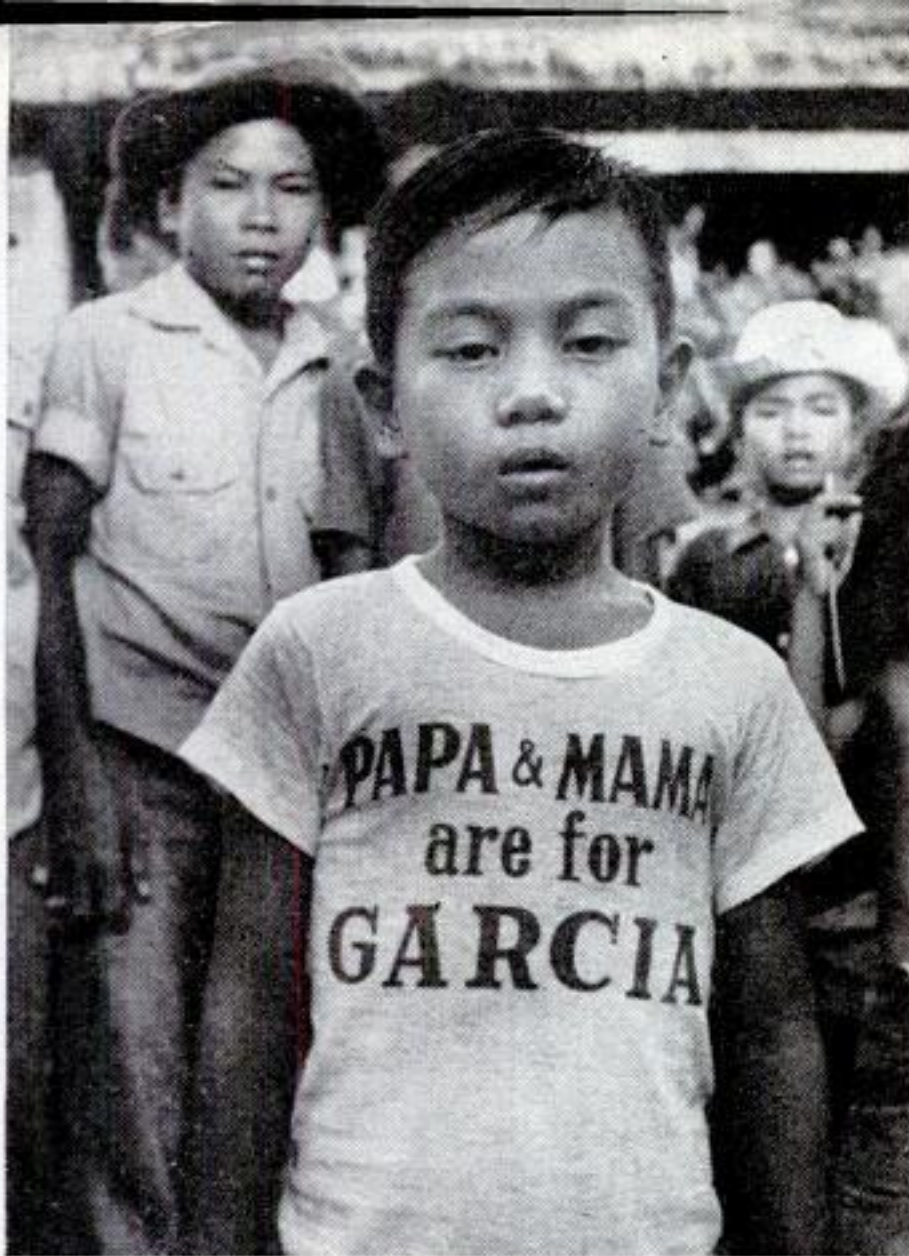
Easier and thrifty—Wesson's the shortening you pour and can use again and again

**NEW!**  
**NO-DRIP BOTTLE**

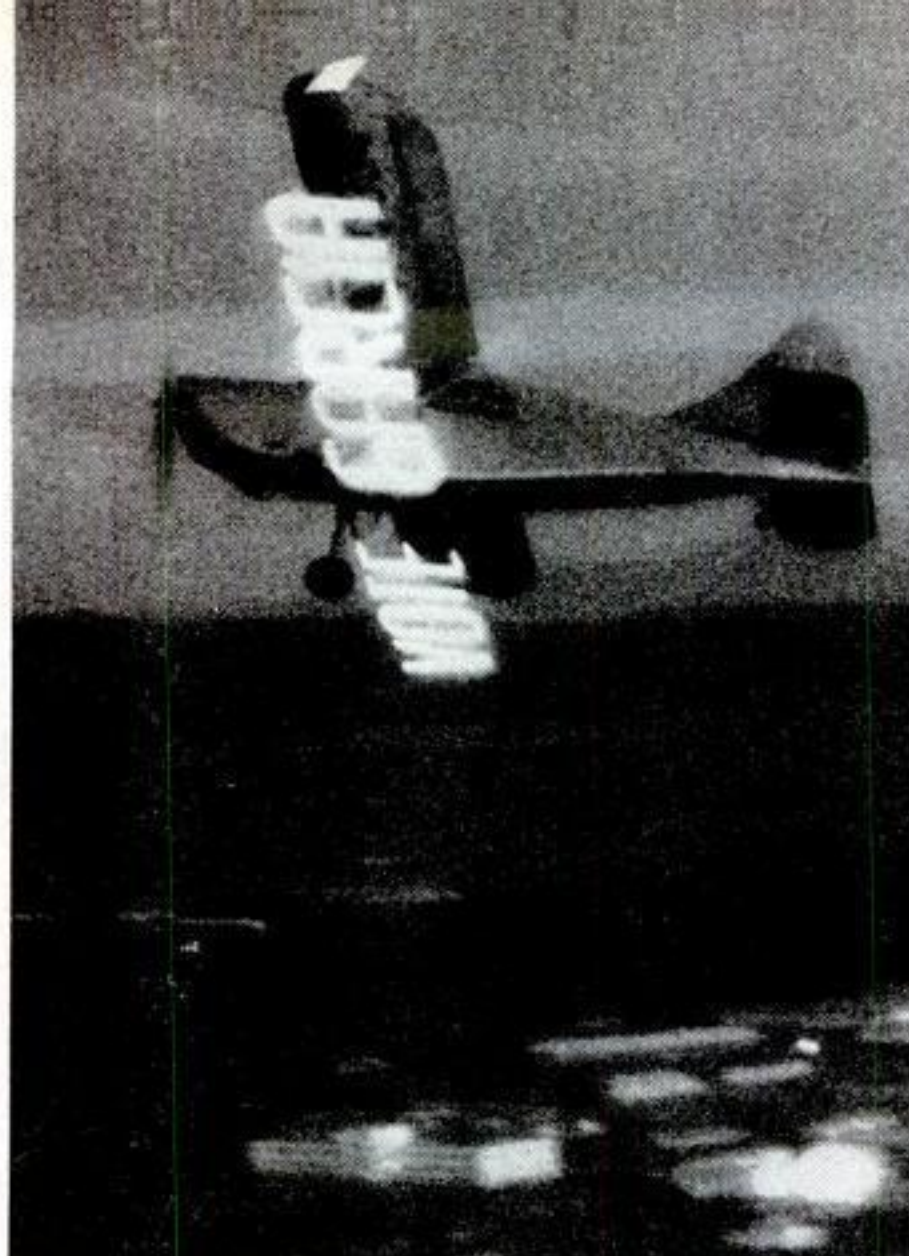
Stops mess—stops waste.  
Only Wesson Oil has it!







**BOOST ON A CHEST**, Garcia shirt proclaiming parental approval is campaign gift to a young backer.



**SLOGAN IN THE SKY** is carried above Manila on an airplane sent aloft by the Nacionalista party.



**TOOTS ON A HORN** are blown for Garcia by a girl in a school band who all wear Garcia shirts for rally.

# FILIPINOS VOTE A SPLIT TICKET

**Garcia wins president's office,  
opposition takes vice presidency**

The costliest, noisiest and most crowded campaign in the short history of the Philippine Republic, at least in the presidential race, had a predictable result. Four major candidates had spent about \$15 million vying for the office vacated by the tragic death of Ramon Magsaysay last March. They were Carlos Garcia, Magsaysay's vice president and successor; José Yulo, sugar planter, Senator Claro Recto, campaigning as a nationalist; and Manuel Manahan, the nominee of the new Progressive party.

To woo the 7.2 million voters, millions of hands were shaken, myriads of snacks, cigaret lighters and sloganed T-shirts were given away. Campaigning with energy and hoopla, candidates even used illuminated airplanes to tout their hopes and virtues.

After all the contrived uproar, election day broke with the natural uproar of Typhoon Kit. The storm swept Luzon with cloudbursts and winds up to 60 mph. The vote was diminished, but its pattern held to predictions. Because he was backed by the powerful Nacionalista party machine, Carlos Garcia had been the front runner all the way. Nearly complete returns gave him at least a 10% advantage over his closest rival, José Yulo. Magsaysay's mantle was thus inherited by a middle-of-the-road politician, loyal to his machine, oriented toward his predecessor's pro-Western policies.

The most unconventional result was defeat of Garcia's running mate, José Laurel Jr., who is regarded as anti-American. The vice presidency, surprisingly by the largest plurality won by any candidate, went to a strong new figure in Philippine politics, Diosdado Macapagal, a stout friend of the U.S. and foe of neutralism.

**JOVIAL HANDSHAKER** Garcia, wearing traditional local shirt, invades Liberal area on Negros Island. →



CONTINUED





**PRESIDENT GARCIA** confidently waits out the tabulation of the votes in Malacañan, the presidential palace. Garcia, 61, likes to play chess and write poetry in his native tongue. As vice president under Magsaysay, he was also secretary of foreign affairs, although Magsaysay really made the republic's foreign policy.



**WINNER MACAPAGAL** attracts youngsters as he walks through sister's neighborhood in poor part of Manila after voting. Macapagal, 47, was born in slum, son of a poor playwright. He earned degrees in law and economics, began political life with Magsaysay and now draws strength from dead president's following.



**LAUREL LOSER AND WINNER**, José Laurel Jr., vice presidential candidate, and son José Laurel IV, wait returns. Father lost, but son, now 25, won seat in congress. José Jr., a Nacionalista political veteran, was in congress 16 years. During the war his father, José Laurel Sr., was puppet president under Japanese.



Pack after pack, day after day...



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MAKES  
THE  
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If you're a steady smoker, *Tareyton mildness makes a wonderful difference in your smoking.* Your taste stays fresh, clean, wide-awake. You get the satisfaction you want.

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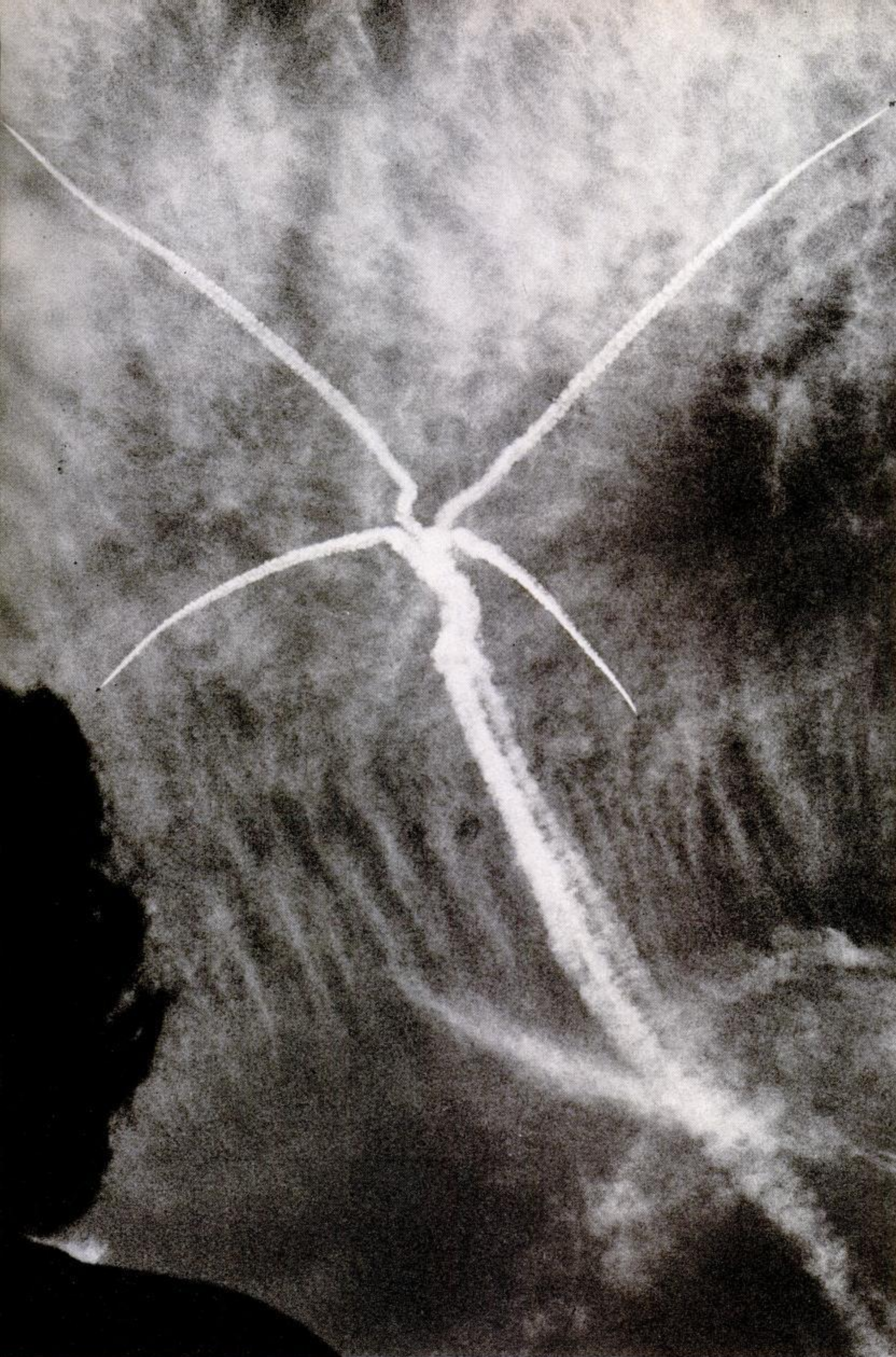
BY THE MAKERS OF HERBERT TAREYTON—FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.

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TEAM OF U.S. F-100 SUPER SABRES WEAVE A JET PATTERN OVER BUENOS AIRES IN ARGENTINE AIR SHOW

## U.S. AIR STUNTS IN ARGENTINE

For the opening of Argentina's Aeronautics Week, at Buenos Aires, U.S. pilots provided thrills by stunting their jets high in the sky. Then, in a stunt that outdid the others, a giant U.S. Air Force KC-135 Jet Stratotanker, whose job is to refuel other jets in the air, streaked down to the city's Aeroparque after a 6,350-mile nonstop flight from Massachusetts. At the controls sat the Air Force's vice chief of staff, General Curtis E. LeMay. It was the longest nonstop, nonrefueled flight

ever made by a jet. The Boeing KC-135 had taken a dog-legged course, 1,000 miles longer than commercial routes, making the trip in 13 hours at an average speed of 480 mph.

After a day of amenities in Buenos Aires LeMay was back in the KC-135 hurtling homeward, this time in a nonstop straight-line, 11-hour flight to Washington. Deliberate stunt though it was, the flight had bolstered Air Force arguments that missiles cannot—at least for the moment—replace long-range planes.



**RUBBERNECKING** officers of Argentine Air Force, which put on the show, watch stunting Americans.



**MEETING PRESIDENT** Pedro Eugenio Aramburu (left), LeMay gave him a letter from Eisenhower.



**ON RETURN TRIP** LeMay sat at the KC-135's controls four hours, made the landing at Washington.



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finest*

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TURQUOISE

## On a stand or in your hand

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A versatile stand mixer—and a powerful hand mixer. Sunbeam gives you a sensational "Two-in-One" combination for greater value and mixing versatility: a stand mixer for automatic food mixing that quickly converts to a powerful yet lightweight hand mixer with a wide base heel rest. Either way, Sunbeam's powerful motor rotates the "full-mix" beaters to whip, beat, fold, blend, stir or mix all foods more thoroughly and evenly. And all six settings, as well as beater ejector are Thumb-Tip controlled. From \$27.95\*



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Combines all these features..

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- Automatic Beater Ejector
- Wide Base Heel Rest
- Always handy—Stores on wall
- Available in colors, chrome and white. From \$19.95\*

SIX CONVENIENT  
SETTINGS



THUMB-TIP  
SPEED CONTROL



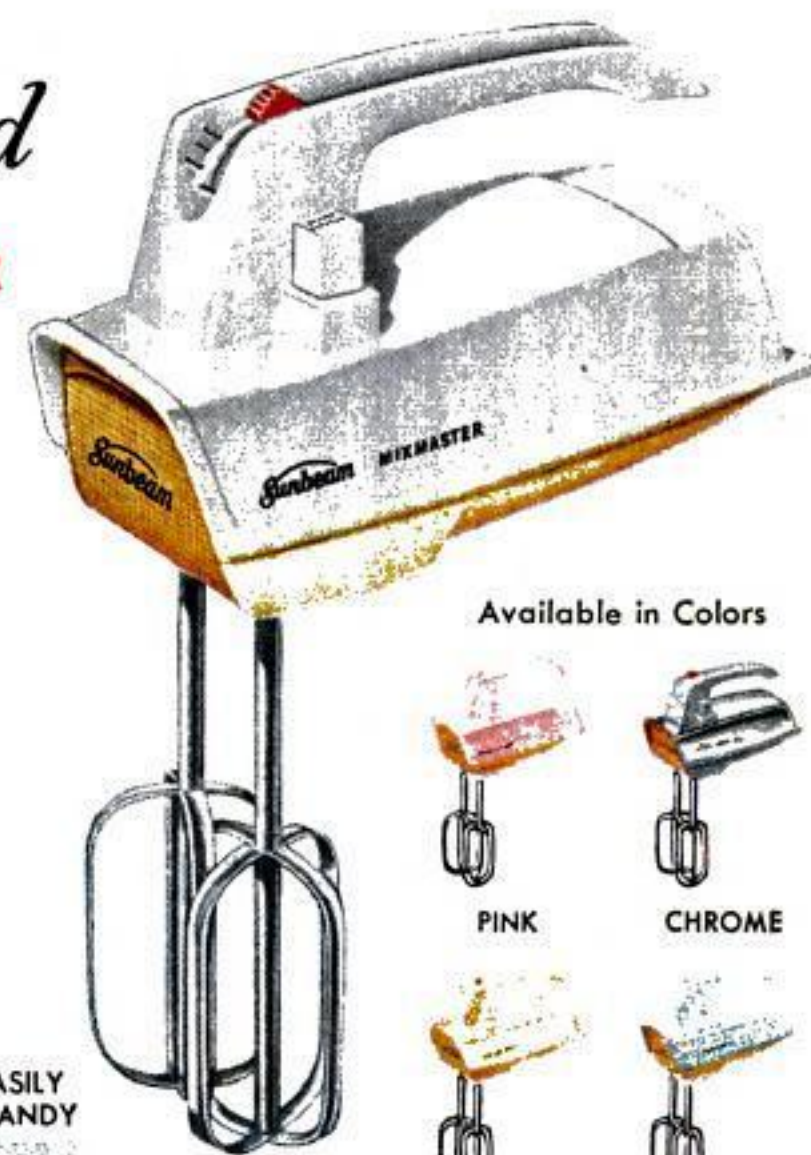
PUSH BUTTON  
BEATER EJECTOR



CONVENIENT  
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STORES EASILY  
ALWAYS HANDY



Available in Colors



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CHROME



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ENJOY GREAT TV ENTERTAINMENT FROM PLYMOUTH! The laugh and love hit of the year, "DATE WITH THE ANGELS," with Betty White, and Lawrence Welk's "TOP TUNES AND NEW TALENT."

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The pride of leadership is yours—unmistakably—in your new Plymouth! Know the thrill of owning the car that *started* years ahead of the "other two"—and then moved still further out front...for keeps! One trial drive will show you all the exciting advances and exclusive features that only the spacious and beautiful new Plymouth brings you in the low-price 3. See for yourself: *There's no catching Plymouth!*

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For safer travel on the nation's highways!

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COLOR BALCONIES ORNAMENT THE CURVED FACADE OF THE APARTMENT HOUSE DESIGNED BY GERMAN-BORN WALTER GROPIUS, WHO NOW LIVES IN THE U.S.

# Biggest Architectural Show

BERLIN COVERS 60 ACRES  
WITH BOLD NEW BUILDINGS

The bold facades and looming structures shown here belong to the biggest and most remarkable architectural show ever held. They are permanent "objects" in West Berlin's new international building exhibition. Called "Interbau," the show covers more than 60 acres of what was a densely populated section before it was bombed into rubble. To rebuild the area the West German government invited 53 top architects from 14 countries to design a complete community—apartments, churches, school, restaurant—all to be used. Though varied in appearance and purpose, these new buildings stunningly demonstrate the continuing vitality of the famous Bauhaus style, developed in Germany more than 30 years ago (p. 69).

**BLOCKLIKE BUILDINGS** of varied heights are separated by spacious lawns and promenades of Interbau grounds.

CONTINUED







**REFLECTED BY DAY**, the flaring roof and curved wall of the new Congress Hall, designed by U.S. Architect Hugh Stubbins, is mirrored in the river Spree.

**ILLUMINATED BY NIGHT**, Congress Hall looks as if it were wearing a halo. Financed in part by U.S., the building has assembly rooms, theater, restaurant.



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### Spaghetti with Meat Sauce

Here's a neat trick for making real Italian-style spaghetti and meat sauce.

Just heat and pour piping hot Chef Boy-Ar-Dee Sauce with Meat on spaghetti. Secret of this real Italian goodness is in the blend—tender, tasty beef and ripe red tomatoes seasoned to spicy perfection. Try Chef Boy-Ar-Dee Sauce with Meat on other dishes, too. You'll taste the difference—in flavor.

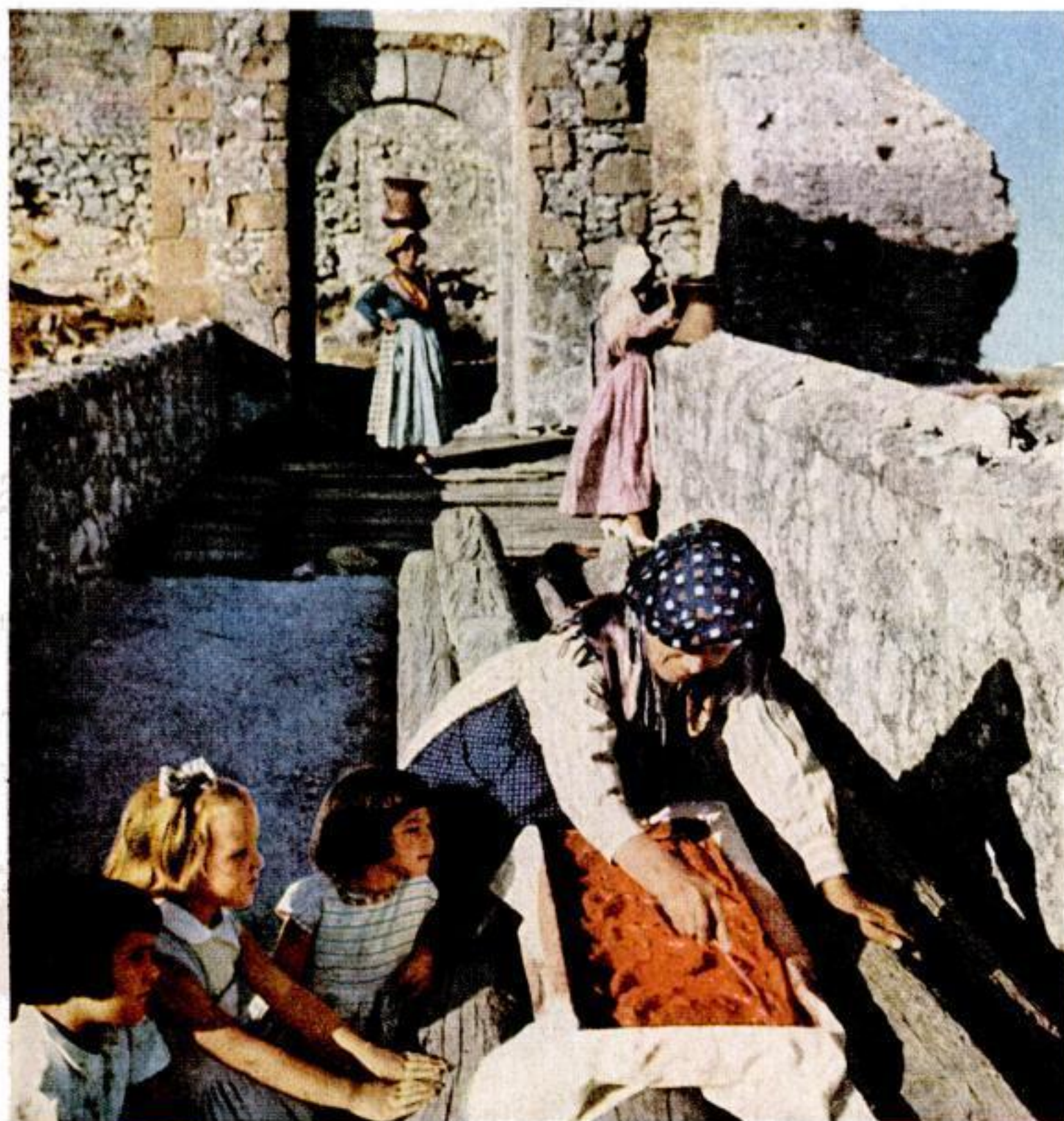


### Chef Veal with Mushrooms

1 lb. veal cutlet, thinly sliced  
salt and pepper  $\frac{3}{4}$  cup water  
1 can Chef Boy-Ar-Dee Sauce with Mushrooms

Brown veal cutlet in fat. Season with salt and pepper to taste. Pour combined Chef Boy-Ar-Dee Sauce and water over the veal. Simmer for 45 minutes or until tender. Makes 2 to 3 servings.

“Perfect ‘pour-on’ sauces...stirred with a fine Italian hand”



ITALIAN WOMEN in Castello San Pietro make sauce as their grandmothers did. But you can enjoy the same Italian flavor by just heating Chef Boy-Ar-Dee real Italian-style sauces!



You enjoy an old Italian art—the art of sauce-making—each time you use Chef Boy-Ar-Dee Spaghetti Sauce with Meat or Mushrooms. For these rich, tempting sauces are as truly Italian as those made in Castello San Pietro near Rome.

You know, the sauce is the secret of many a dish . . . these add a tantalizing touch to meats and fish . . . eggs and rice. And, of course, there's no spaghetti like spaghetti with Chef Boy-Ar-Dee Sauce!

Chef Boy-Ar-Dee takes only the plumpest, sun-ripened tomatoes . . . cooks them for hours with juicy beef or tender mushrooms . . . adds a dash of this spice, a sprinkling of that, for real Italian flavor. And then, the sauce is ready for you to heat and pour on.

Make sure Chef Boy-Ar-Dee Spaghetti Sauces are on your shelf—and table—regularly. Try the economical family-size can.

real Italian-style  
**CHEF BOY-AR-DEE®**  
Sauces







## PATTERNS WITHIN-DOORS AND OUT



**ELONGATED STATUE** stands on lawn of Swedish-designed apartments which have tiers of balconies.

← **GLASSED-IN STAIRWAY** of the Swedish building is patterned by shadows of visitors to Interbau.





**STEEPLE AT SUNSET** is passed by Interbau visitors who ride on chair lifts installed to give aerial view of the architectural exhibits. The skeletal steeple is

attached to new Protestant church designed by Berlin Architect Ludwig Lemmer. In background is a 17-story, German-designed apartment house for bachelors.

CONTINUED



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for  
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# genuine **Schwinn** bikes priced as low as **\$39<sup>95</sup>\***

Don't miss the new *Schwinn Tornado* at your Schwinn dealer's now. Priced at only \$39.95\* for Boys or Girls full 26" size... and jam-packed with famous Schwinn-Quality features. It's America's greatest Christmas Bike Buy! Quantities are limited...so hurry!



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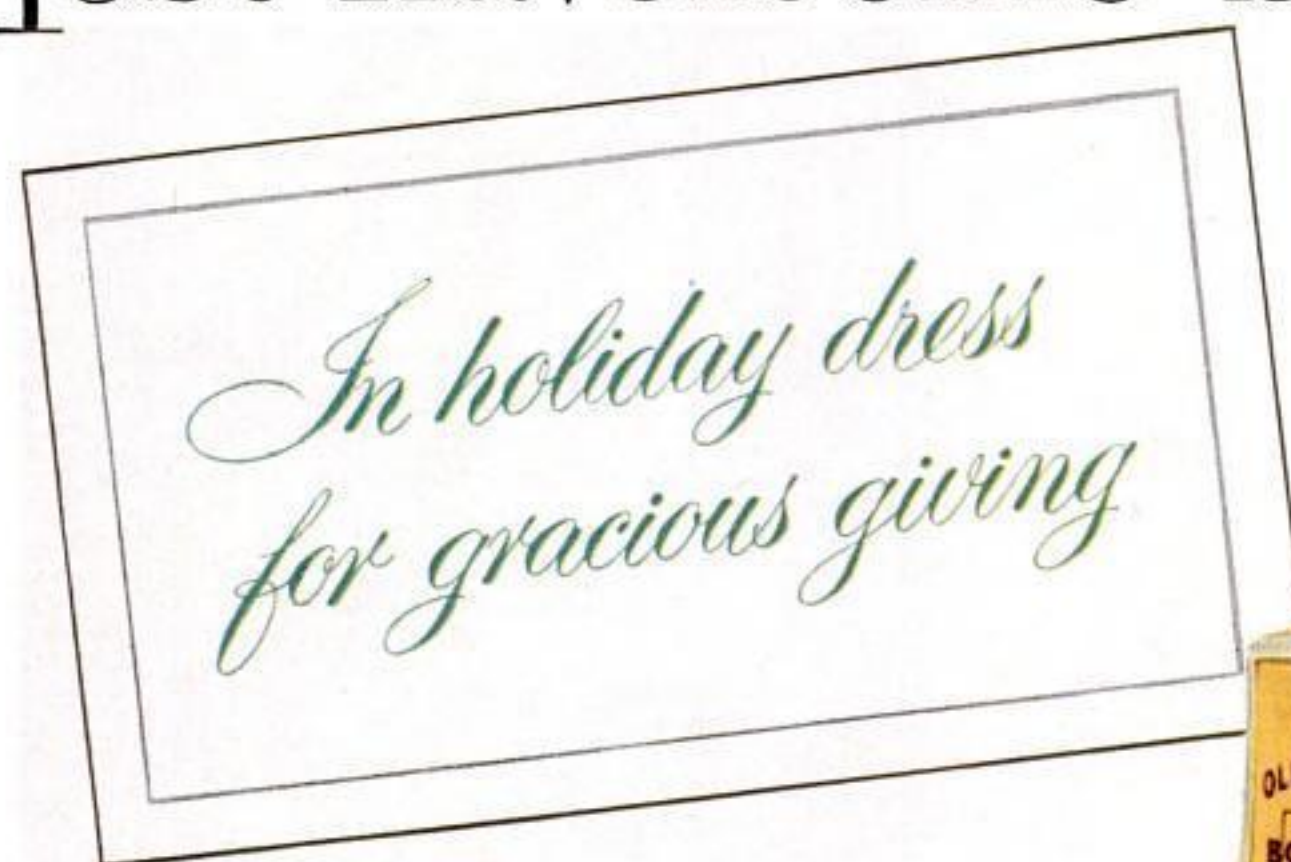


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Give either—or both—these flavorsome bourbons to your friends—and hear how sincerely they'll say "thank you!"

Here's how they look in the store  
Cellophane sleeves identify both Old Taylor bottlings. They can be removed, if desired, when presenting your gift.



## OLD TAYLOR

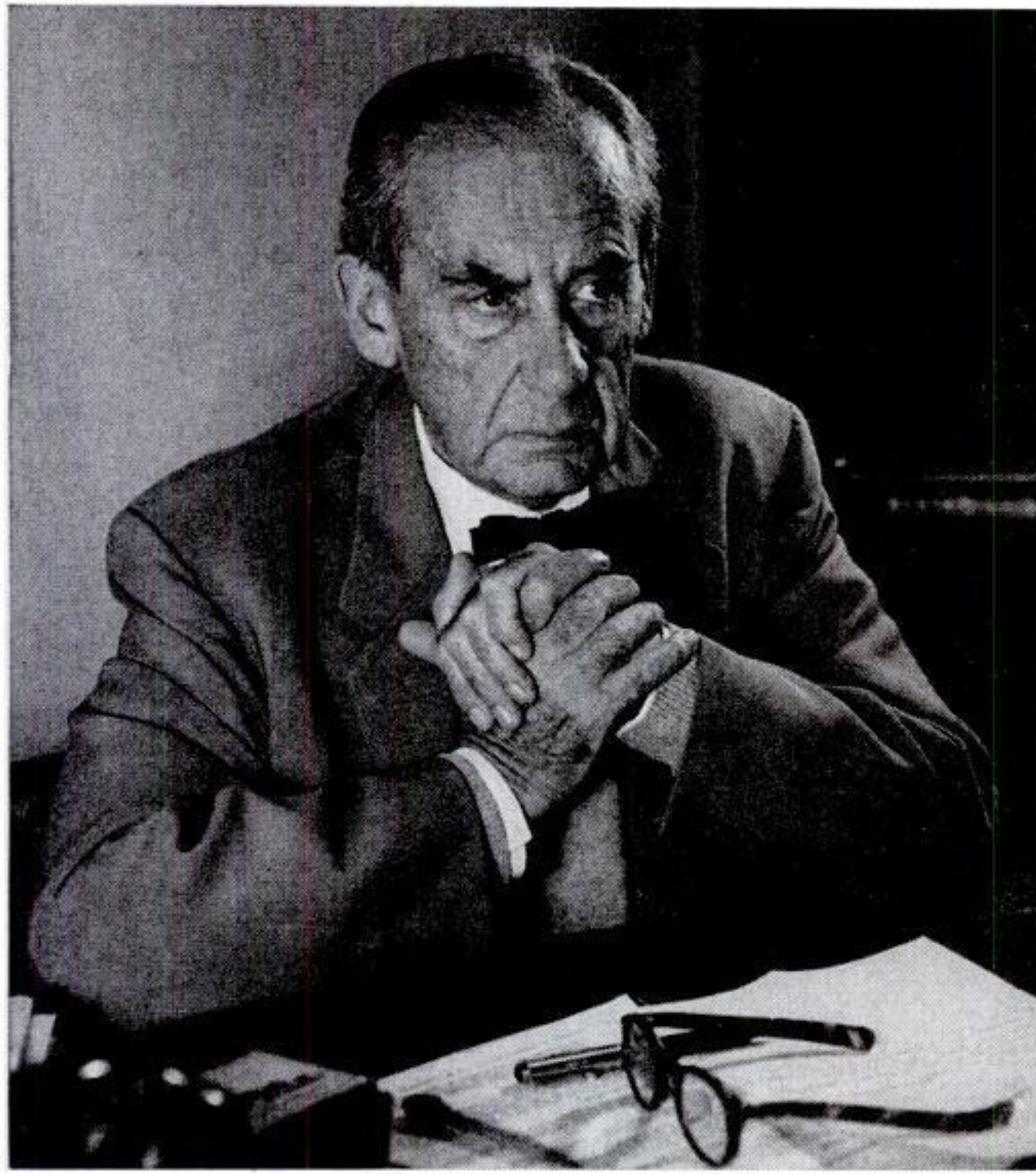
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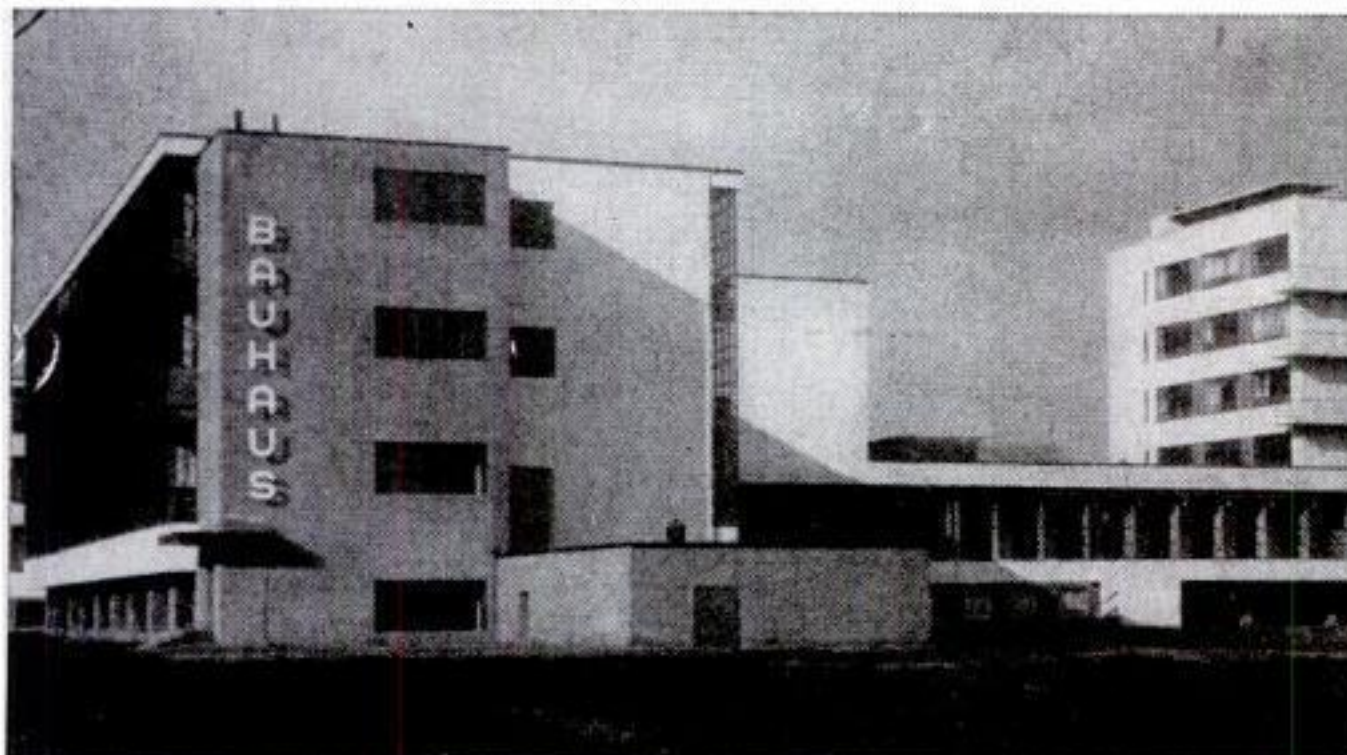


**BAUHAUS FOUNDER**, Walter Gropius, now 74, left Germany in 1934, four years later was appointed chairman of the architecture department at Harvard.

## THE GERMAN PIONEERS OF MODERN DESIGN

The Interbau's impressive array of modern architecture is a triumph of the principles of design which Germany propagated at the end of the First World War. In 1919, under the forceful direction of Architect Walter Gropius (*above*), a school was established in Weimar dedicated to the coordination and integration of the arts to produce the "complete building." Called the Bauhaus (building house), the school emphasized the importance of working with and designing for industry whose technical achievements imposed new demands and opened new horizons for the artist. A host of leading architects, artists and craftsmen (*p. 70*) were enlisted to teach at the Bauhaus and students were trained in everything from abstract theories of color and space to the actual creation of paintings, furniture, tapestries, houses. When the Bauhaus moved to Dessau in 1925, students and faculty worked together to construct the school's handsome new building (*below*).

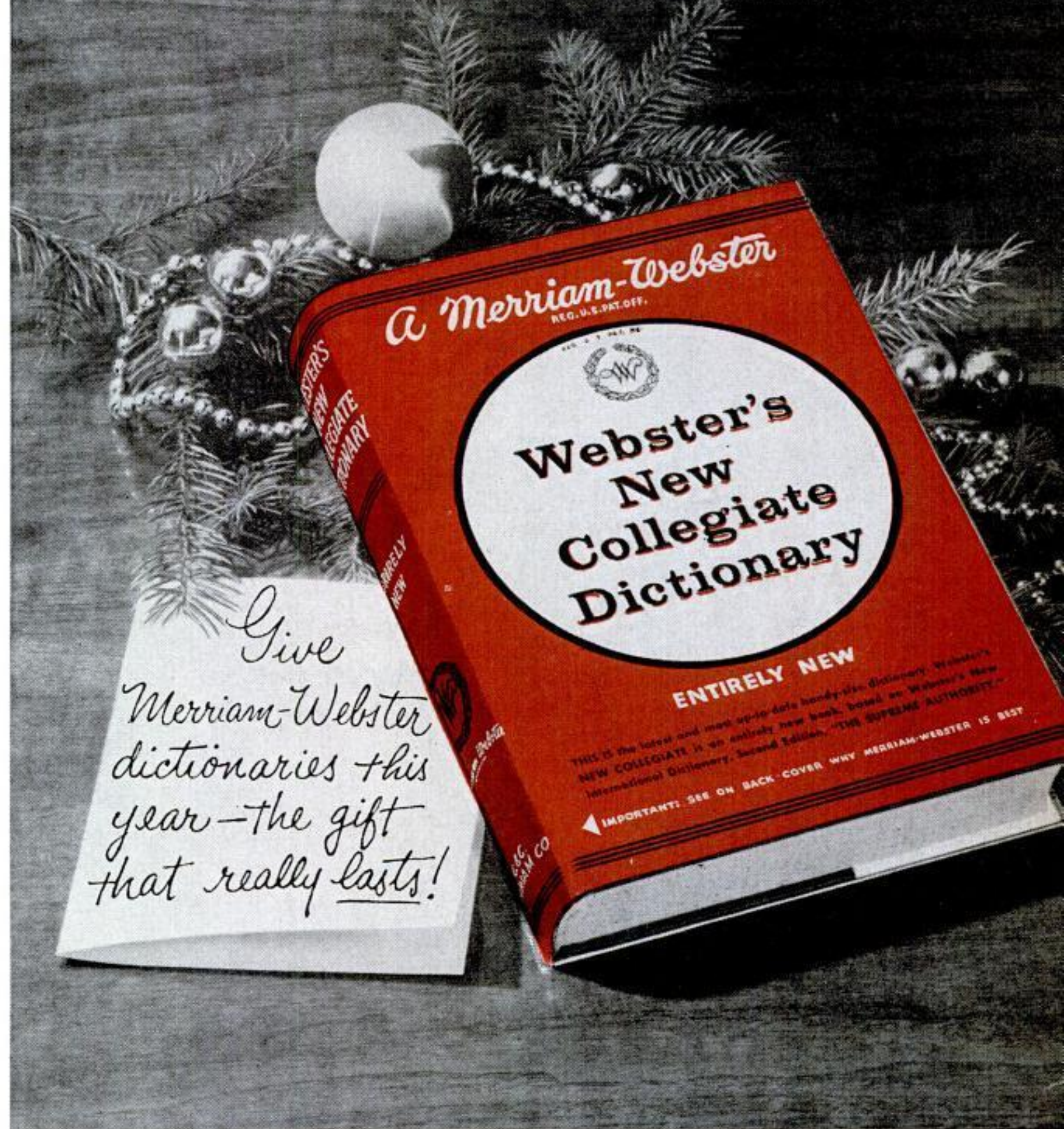
By 1933, when Hitler came into power, the Bauhaus was the most influential center of modern design in the world. But its revolutionary ideas were anathema to the German dictator and the school was forced to close. The Bauhaus principles, however, were kept alive by its teachers, many of whom emigrated, and its far-flung disciples, who now see them springing up once more on Germany's own soil.



**BAUHAUS HEADQUARTERS**, now used by East German government, was designed by Gropius. Nazis disguised modernism by superimposing gabled roof.

CONTINUED

MORE THAN  
"MERRY CHRISTMAS"...



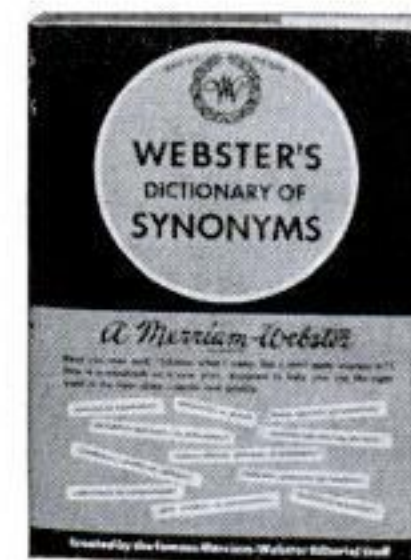
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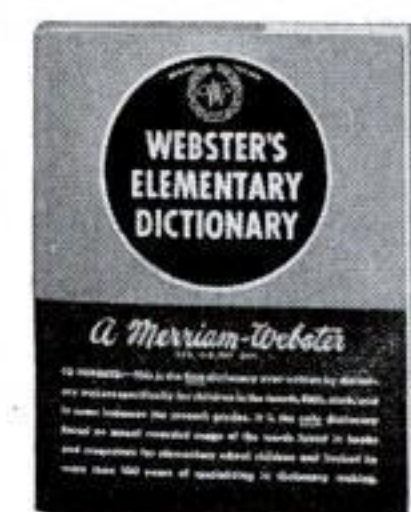
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# For colds



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better



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If you take **aspirin** or buffered aspirin for a cold, two aspirin tablets are more effective than one as a pain reliever.

Better still is one aspirin and one **Coldene Cold Tablet**. This combination gives pain relief plus relief for other miseries a cold brings.

But—for fastest, surest relief—for feelable relief in minutes from the symptoms of a cold, take two **Coldene Cold Tablets** every three hours.

Coldene Cold Tablets . . . 1. give effective relief from **sneezes, sniffles, stuffy nose** . . . 2. help ease raw and irritated **throat membranes** . . . 3. are the only cold tablets that **relieve a cough** . . . 4. calm that tiring, **ache-all-over feeling** . . . 5. get into the bloodstream fast.

Ask your pharmacist to examine the Coldene Cold Tablet prescription printed on each bottle and carton. He'll tell you Coldene is **powerful, fast, effective**. Twenty tablets \$1.

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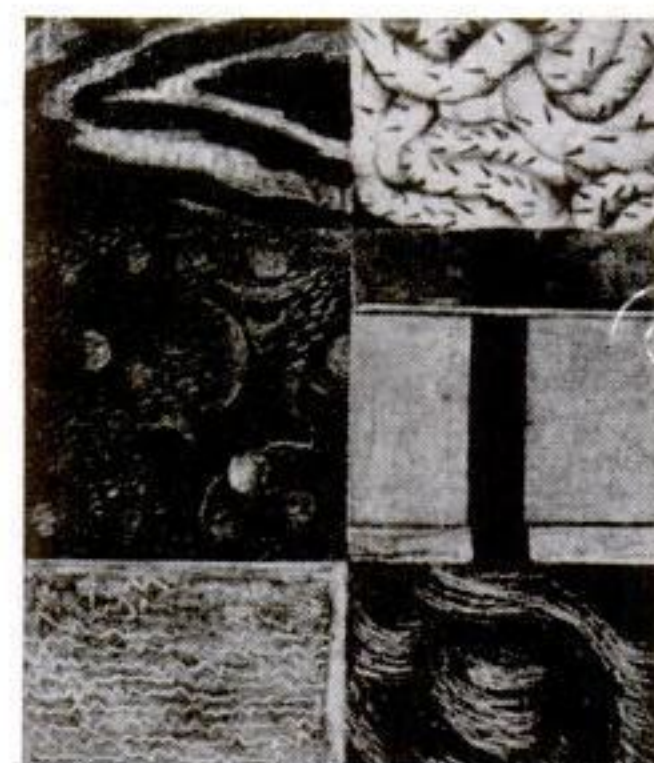
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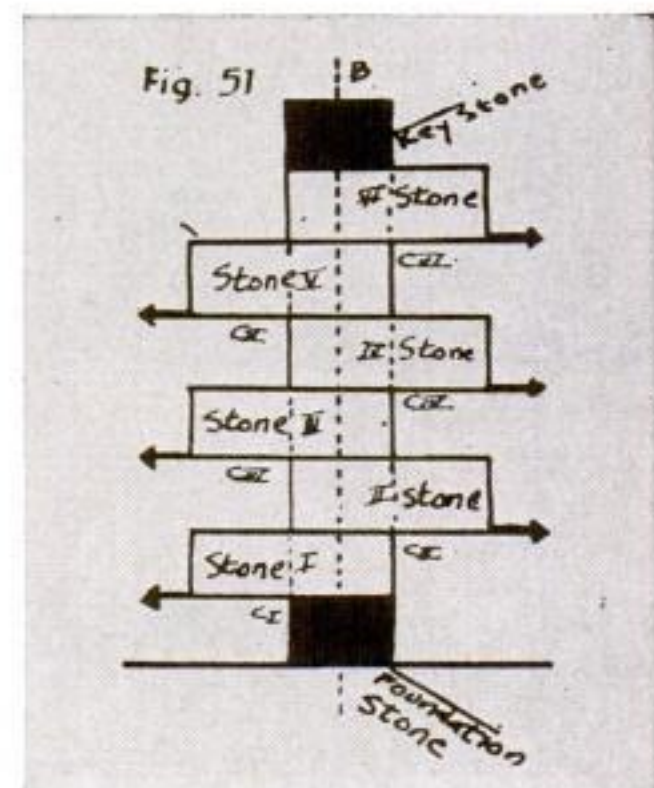
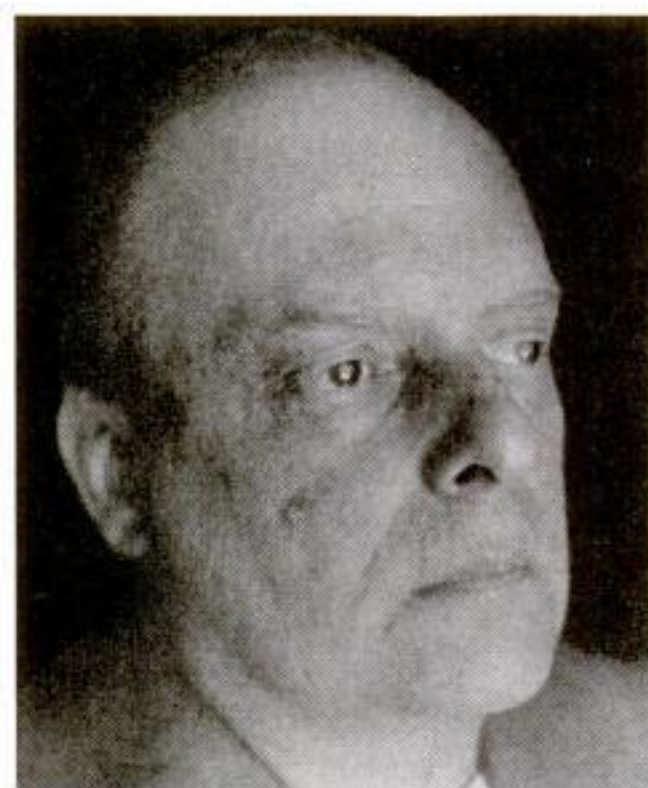


BERLIN CONTINUED

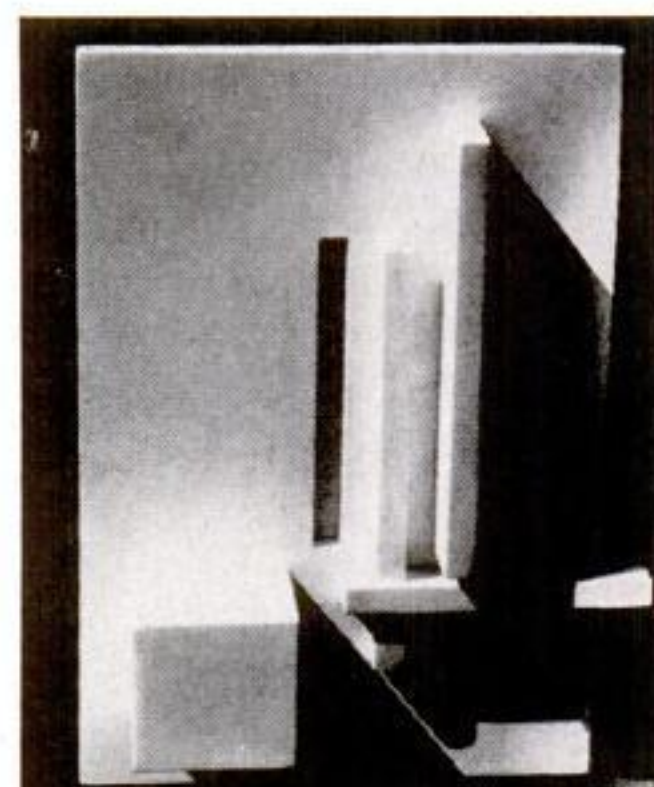
## LEADERS OF BAUHAUS



**JOHANNES ITTEN**, Swiss artist, established introductory course in which students analyzed old masters, did detailed studies of nature. Student's drawing (above, right) shows contrasts of various natural and man-made materials.



**PAUL KLEE**, famed Swiss painter who died in 1940, analyzed physical and optical laws. In sketchbook he made for students he illustrated such problems as creating equilibrium in building by counterbalancing stones (above, right).



**LASZLO MOHOLY-NAGY**, Hungarian who later worked and died in U.S., taught concepts of space in design. Construction (above, right) by one of his students shows how protruding forms can be balanced against flat empty area.



**MARCEL BREUER**, Hungarian architect, was a student, then teacher at Bauhaus. In furniture workshop he made first tubular metal chair (above, right). A Harvard professor for 10 years, he is now one of busiest architects in U.S.



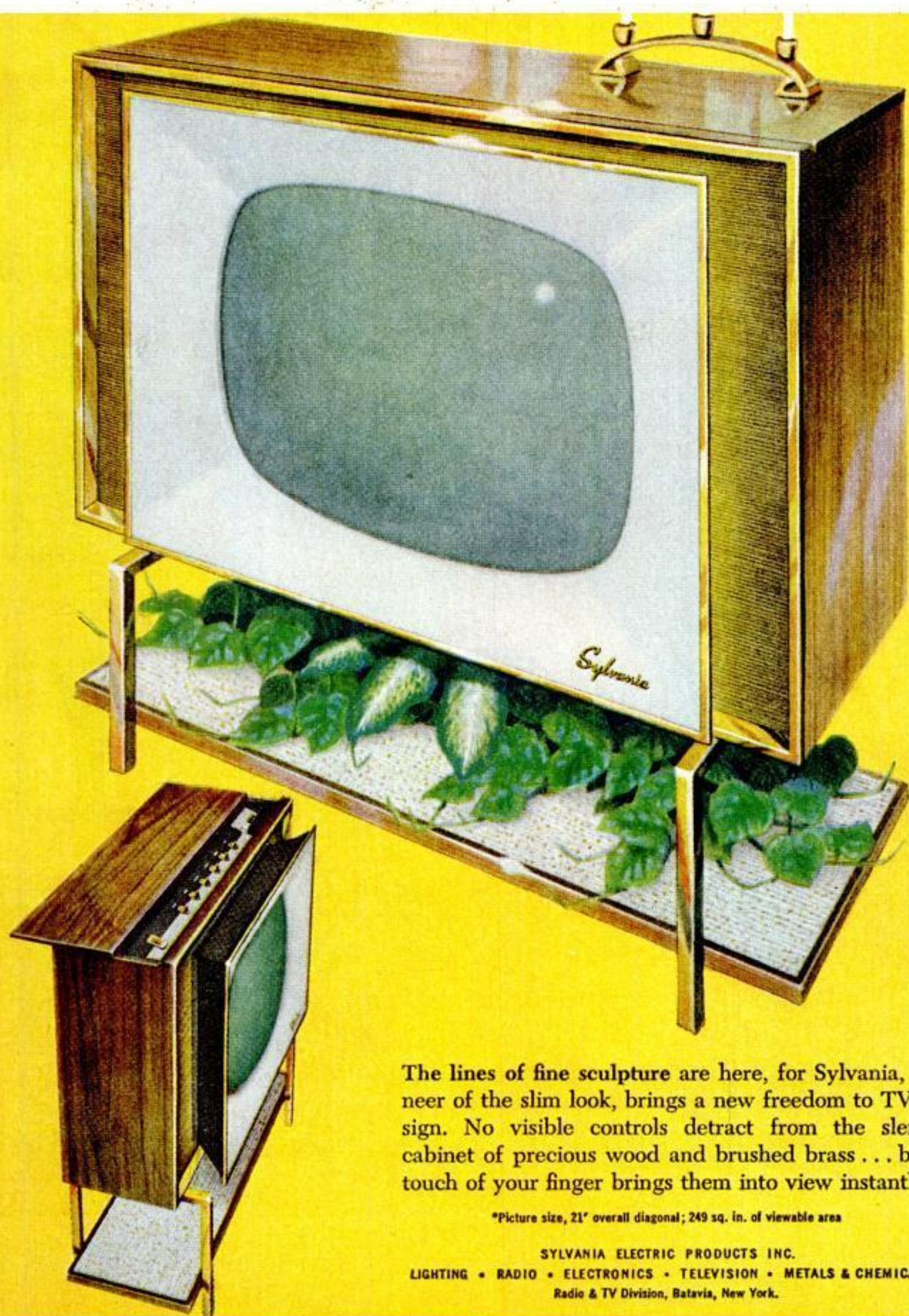
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HaloLight®, Sylvania's exclusive frame of surround light, banishes harsh contrasts, makes your 21" picture look large as a movie screen. And you get beautiful "surround sound" from three balanced speakers. Enjoy tomorrow's TV today. It was created for the proudest of homes.



The lines of fine sculpture are here, for Sylvania, pioneer of the slim look, brings a new freedom to TV design. No visible controls detract from the slender cabinet of precious wood and brushed brass... but a touch of your finger brings them into view instantly.

\*Picture size, 21" overall diagonal; 249 sq. in. of viewable area

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The finest nylon stockings you can buy—regardless of price—are Fruit of the Loom fine nylons. Choose from the very newest shades in dress, walking or evening sheers. They're the perfect gift because no woman ever has too many.



Fine dress shirts...in every cuff and collar style, all premium broadcloth, Ivy-style slacks of wash and wear cotton...all sizes, all the new colors. Handsome ties for men and boys, newest styles and colors in repps, jacquards, embroideries.



# e v e r

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Every stitch of clothing on these pages has one wonderful thing in common: the famed Fruit of the Loom label. And, we could fill every page of this magazine with more exciting Fruit of the Loom gift ideas for the whole family. This is just a sampling. Tomorrow, why not take your Christmas list...go into your favorite store and make this a Fruit of the Loom Christmas. Here's a famous name everybody knows and respects...a name with a 106-year-old reputation for unsurpassed quality at ever-popular prices...a label that comes right out and says that every Fruit of the Loom gift is *unconditionally guaranteed* to please.

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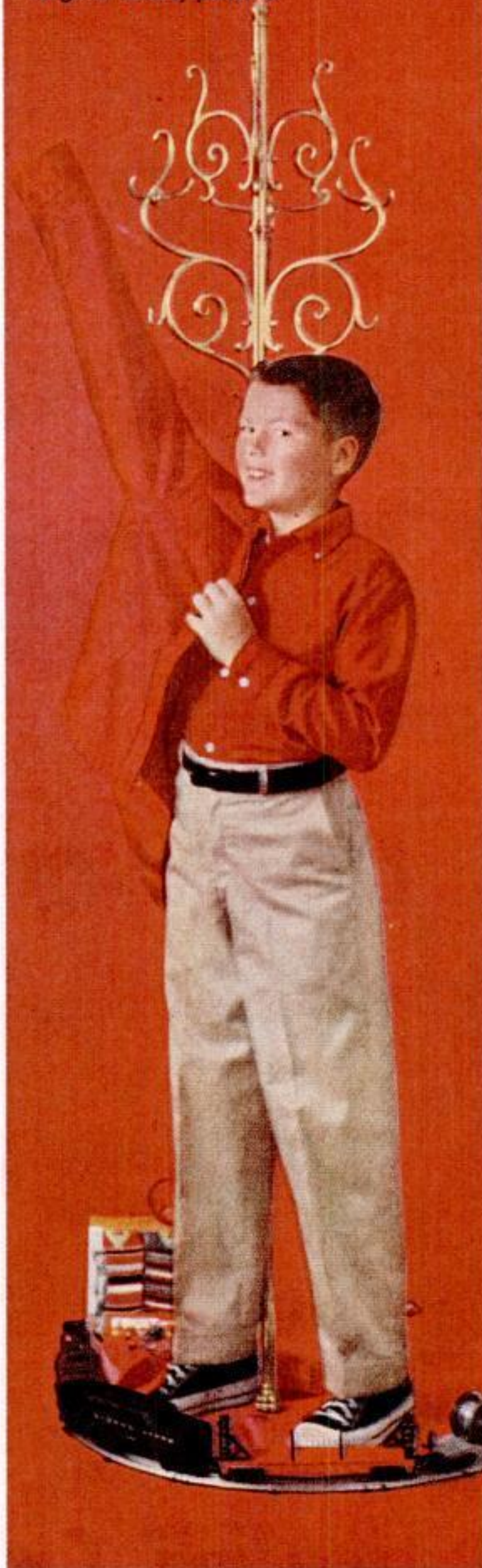
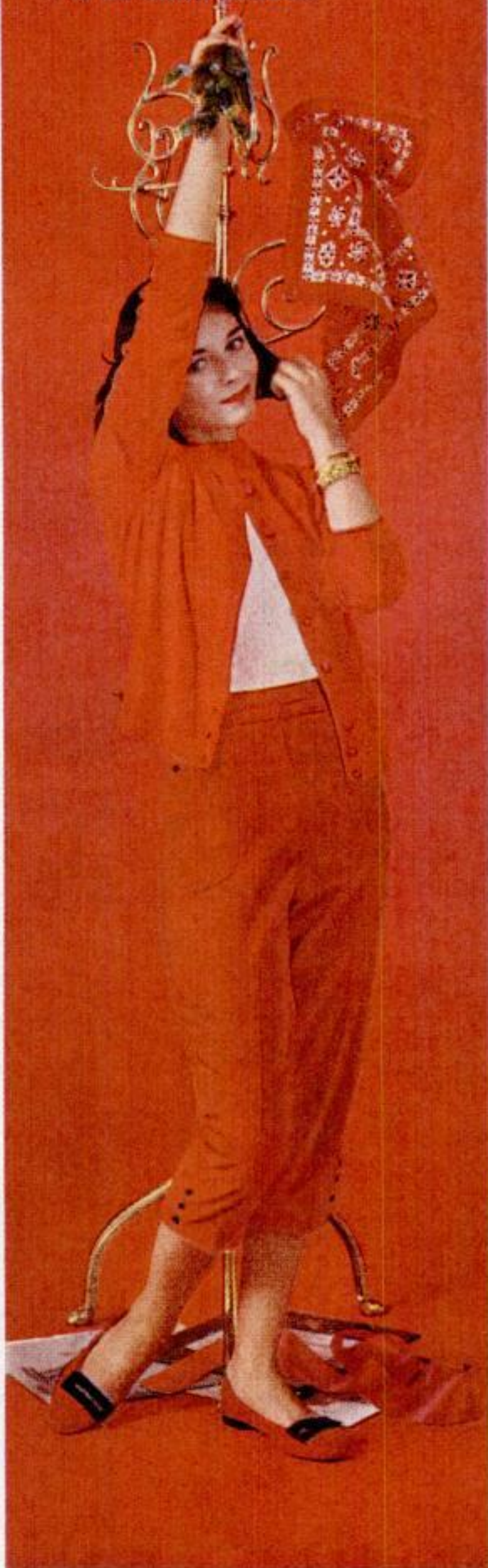


The news in sport shirts for men and boys of all sizes and ages... plaids, stripes, checks, solids in any fine fabric you like. Gift-boxed socks for the guys on your list... nylon, cotton or blends, stretch or regular, in a flock of new patterns.

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The most complete line of boys' shirts, dress and sport... in up to the minute fabrics, colors, patterns. Good-looking, water-repellent jackets and car-coats for the whole family. Boys' stretch-nylon socks in a huge range of colors, patterns.

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# y o n e

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Winning is their business! That's why nearly all racing drivers insist on Champion spark plugs—whatever make of car they drive.

## ***The results are in!* Champion spark plugs powered 100 out of 105 stock car winners in 1957!**

Year after year, better than 9 out of 10 cars winning NASCAR races are equipped with Champion spark plugs. Dramatic proof that Champions deliver all the power built into *any* engine. Put new Champions in *your* car—and see what a difference they make!



### **Box score of 1957 NASCAR\* winners** (through September 8th)

	Short Track	Convert- ible	Grand National	Total
Ford	13	24	23	60
Chevrolet	14	5	14	33
Pontiac	....	....	2	2
Oldsmobile	....	....	3	3
Mercury	1	1	....	2

\*National Association for Stock Car Auto Racing

**CHAMPION**



# A Big Changeover for Lassie

## STAR GETS NEW SET OF FRIENDS

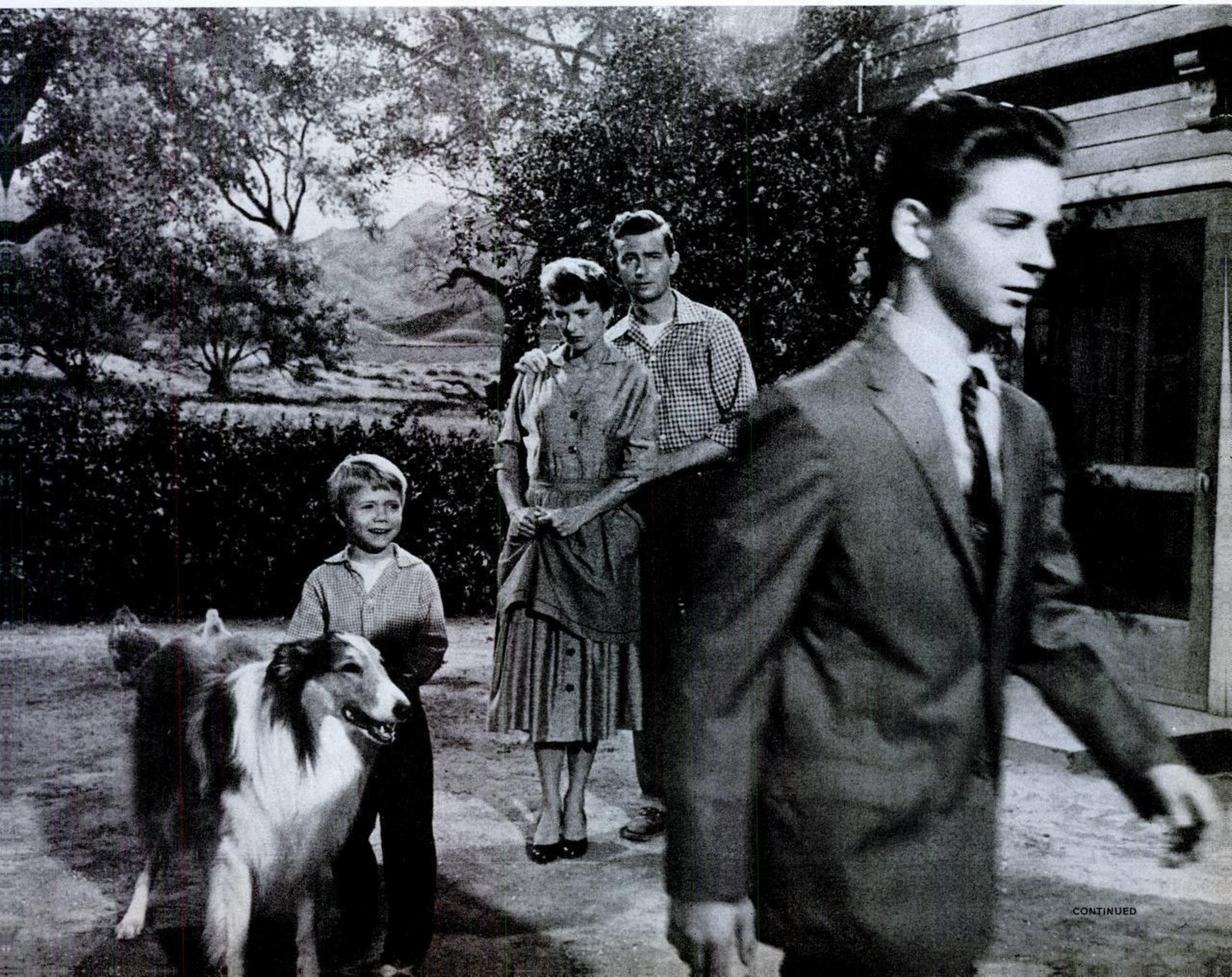
For months the producers of *Lassie*, whose sentimental adventures have made it an enduringly popular TV serial, have been facing a crisis. Little Tommy Rettig, who has played little Jeff for four years, was getting too big and sprouting a noticeable mustache. Jan Clayton, a versatile actress who played his mother, said she was tired of wearing the same old farm dress, and 71-year-old George Cleveland, who played Gramps, wanted to retire (he died of a heart attack a few days before he planned to leave the show). Only faithful Lassie stood by.

The anxious producers, hoping not to disrupt their \$3.5 million show nor upset their 25 million fans, began gradually to maneuver a new set of characters into *Lassie*, and ease out the old ones. The most important newcomer was 7-year-old Jon Provost, who was to replace Tommy as Lassie's friend. Jon was edged quietly into the story last summer as a visiting orphan. On December 1, when Jeff goes away to school (below), Jon will be in full command, having been adopted by a couple who take over the farm from Jeff's widowed mother. The complications and delicate strategy of repopulating *Lassie* are told on pages 78 through 84.



LASSIE'S OLD FRIENDS in portrait a year ago are Jeff (Tommy Rettig), Mom (Jan Clayton), Gramps (George Cleveland). Tommy today is shown below.

LASSIE STAYS WITH HER NEW CHUM (JON PROVOST) AND HIS FOSTER PARENTS WHILE HER OLD FRIEND (TOMMY RETTIG, RIGHT) LEAVES FARM FOREVER



CONTINUED



LASSIE CONTINUED

## Jon gets frisky at his new job



**COACHING NEW STAR** in lines he must learn for TV role in *Lassie*, Christopher Lukas listens

while Jon, combining recitation with a bit of mock swordplay, tries to stab coach with wooden cane.



**CAPTURING JON** after he wandered off the set, Lukas gives up coaxing, gets him back easiest way.



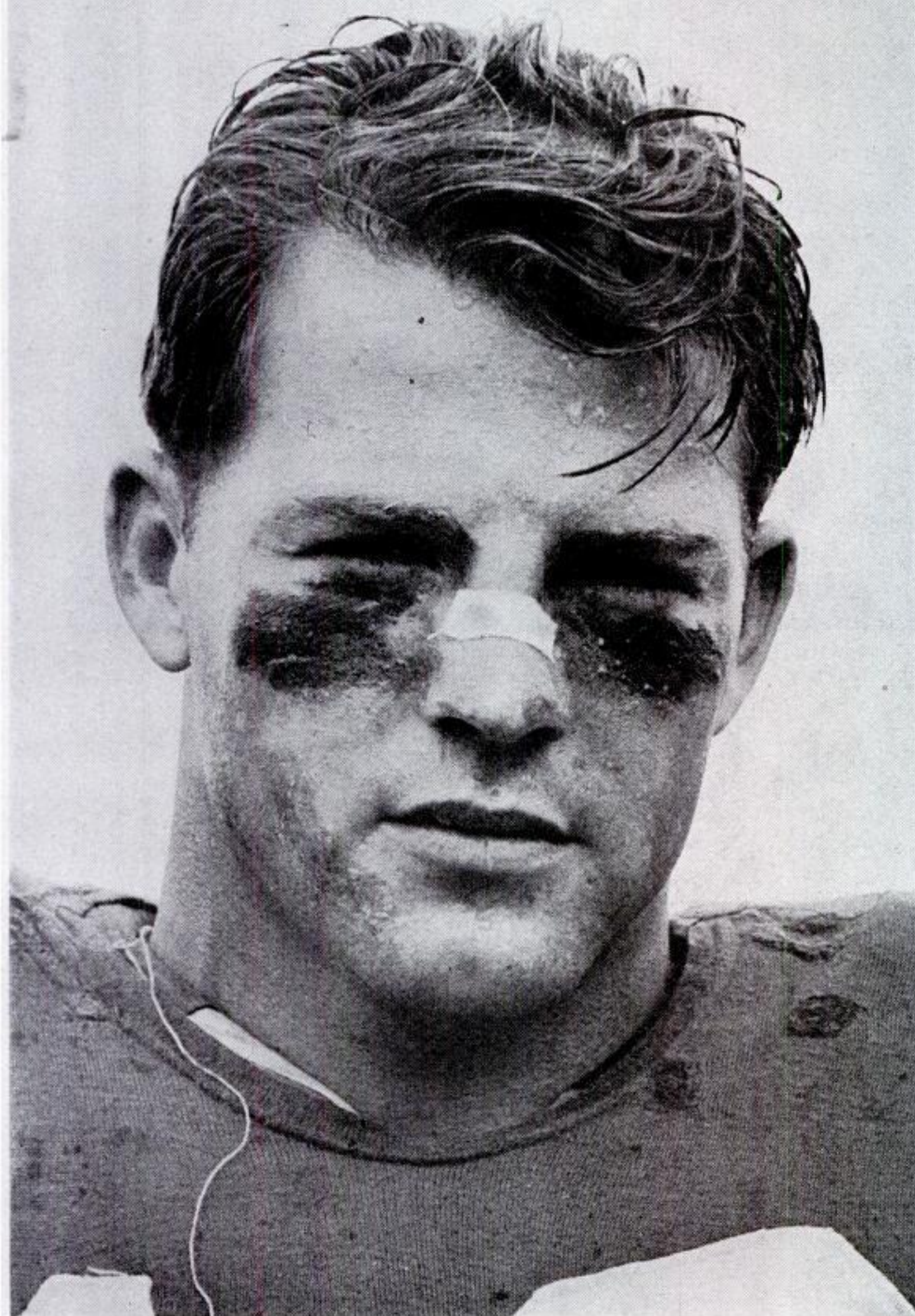
**DRESSING JON**, his mother, Cecile Provost, gets him into dry pants after filming a swimming scene.

← **EDUCATING JON**, teacher, Renee Wilson, waits for his answer while her pupil climbs up side of door.

CONTINUED



Frank Gifford's hair looks like this  
after a N.Y. Giants football game...



...like this after Vitalis



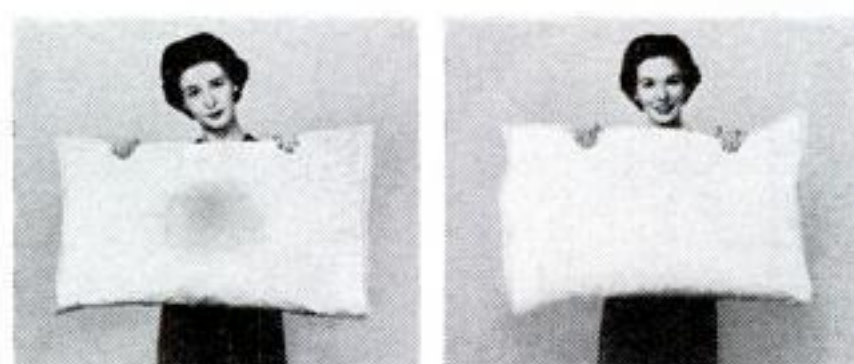
Halfback Frank Gifford was voted the most valuable player in the National Football League last year.

## New greaseless way to keep your hair neat all day...and prevent dryness

"I don't know which is worse for your hair—a hot helmet or a hot shower," says halfback Frank Gifford. "I get plenty of both so I always use Vitalis. My hair stays neat, and Vitalis isn't greasy."

The secret is V-7. This new grooming discovery is *greaseless*, so you never have a too-slick, plastered-down look. Along with V-7, new Vitalis blends refreshing alcohol and other ingredients to give you superb protection against dry hair and scalp—whether they're caused by wind, sun or your morning shower.

Try new Vitalis with V-7 soon. (Tomorrow, for instance.)



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Does your husband use  
a greasy tonic that stains  
pillowcases like this?

Greaseless Vitalis  
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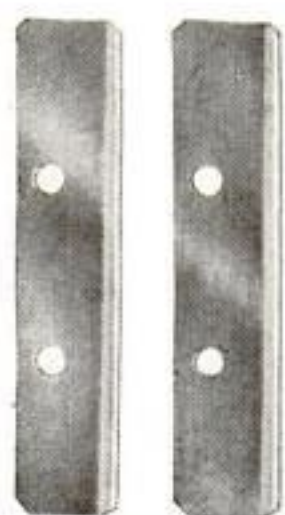


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**20 BLADES ONLY 73c**



AT THE BROWN DERBY JON LIGHTS CIGAR WHILE TV EXECUTIVES, PETER FRANK (LEFT) AND RUDY ABEL, CONFER

## 'A GRADUAL CLEAN SWEEP'

by SHANA ALEXANDER

**A**LTHOUGH the star of *Lassie* is unquestionably Lassie, the necessity of replacing the program's human performers posed an unusual dilemma for both the producer, Robert Maxwell, and the sponsor, the Campbell Soup Co. To *Lassie* viewers, as thousands of fan letters attest, Jeff Miller is a real boy, Jan Clayton as Ellen is his real mother and George Cleveland his real grandfather. "We lose these three," commented one worried Campbell executive when the change first came up for discussion, "and we're going to be up the creek with that valuable dog."

When it became apparent early last year that cast changes would be imperative during 1957, Maxwell and his associates agreed that the switchover had to be accomplished gently. "Give us a transition, not an upheaval," begged the soupmakers.

The architects of the new *Lassie* also thought it essential to stick to the winning combination of a boy and a dog. Their problem was how to introduce a new boy. There was no time for Ellen Miller to marry again and have another son: the old boy would have been drafted into the Army long before the new boy could utter his first line.

They thought of having Ellen adopt an 8-year-old, then learned that no adoption agency would give a child to a widow. At length, a slow transition to a completely new cast of human actors was agreed upon—only on a trial basis. "We decided on a clean sweep," explains Producer Maxwell, "but a very gradual clean sweep." A new boy, a runaway orphan named Timmy, would appear at the Millers' farm and spend 13 weeks worming himself into the hearts of the viewers. Meanwhile the old cast members would be worked out of the script. Jeff would go away to school. Gramps would break his hip, forcing him to spend six months in the hospital. Ellen, alone on the farm with the little boy, would look for someone to take over the running of the place—at which point a young couple sent to the Miller farm by an adoption agency would fall in love with both the farm and the orphan. If the new family did not catch on with the TV audience, the old cast would be held in the wings, so to speak, ready to rush to the rescue.

In the course of revamping the cast, Maxwell pondered revamping the farm at the same time. Grange organizations had complained that the Miller homestead was hopelessly out of date. But there were strong arguments for keeping the farm as it was. The principal one was simple nostalgia. As one *Lassie* associate explained, "When you picture a farm, you don't picture a real farm as it is today, automatic milking machines and all that jazz. You picture the '*Lassie*' farm. Beat up. Quaint." Furthermore the sponsor was especially interested in appealing to nostalgic older viewers, the kind of culinary reactionaries who still manufacture their own soups but might still be taught how to scoop them out of cans. It was decided to change nothing but the cast.

More than 200 child actors were interviewed in the search for Timmy before Jon Provost was found. Although he looks no older than 4, Jon is a 7-year-old with no less than five years of acting experience behind him. His first movie role was in 1952 in *So Big*, a part Jon got when his mother answered a newspaper ad. ("Seventy dollars a day!" Mrs. Provost remembers. "I was amazed. I didn't know people made that kind of money. All he had to do was sit in Jane Wyman's lap and look friendly while she told him how radishes were God's rubies.") After *So Big*, Jon worked in a variety of roles before his fine performance in his current movie, *Escapade in Japan*.

Before Jon began work on the TV series, he spent three days at the ranch of Rudd Weatherwax, *Lassie*'s owner, letting the dog get used to him and vice versa. The two took to each other instantly. During the filming of the 13 transition scripts from May to August *Lassie* had to learn only one new trick—to go to Jon on cue instead of to Tommy Rettig.

All was going well when, on July 15, halfway through the filming of the next-to-last episode in the transitional sequences, George Cleveland had a heart attack and died. To the *Lassie* team the sudden death of the old actor was both a shock and a problem. Gramps had not yet been written out of the script and now a drastic revision would be necessary. The broken-hip episode had to be abandoned,

CONTINUED



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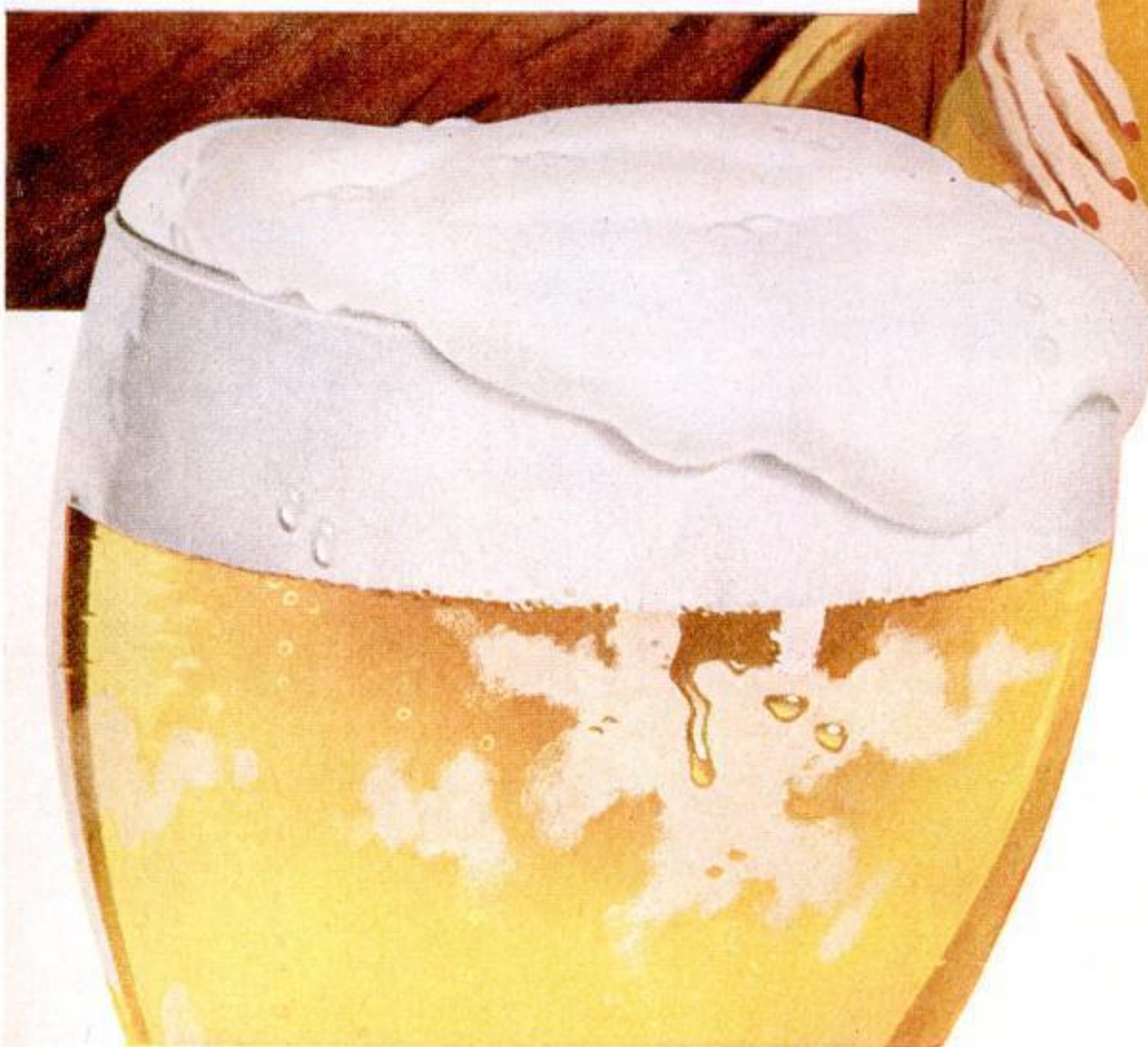




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**Ballantine** LIGHT **Ale**





LEARNING HIS LESSONS three hours daily in studio, Jon struggles with spelling while teacher waits. He shines at arithmetic, art and game-playing.

## CHANGEVER FOR LASSIE CONTINUED

and Maxwell decided to have one program on which Gramps would die peacefully of old age.

This idea led to further difficulty. Maxwell has always felt a responsibility to instruct as well as entertain his young viewers, and he is especially pleased when parents report that one of his playlets has sparked a family discussion on a touchy subject.

Before writing the script dealing with the death of Gramps, Maxwell consulted a child psychologist and was advised to be simple but frank. Above all, the psychologist warned him not to say that Gramps had "gone to sleep" because this sort of talk makes some children terrified to go to sleep themselves. Maxwell followed the advice, turned in the script—and got a flat rejection from the alarmed client. It took six weeks of argument before Maxwell got approval of the version of Gramps's death that was finally filmed. By this time he had been forced to eliminate all words like "death" and "die."

Despite this contretemps, the sponsors depend heavily on Maxwell and value his judgment. Last year when he sold ownership of the program to a Texas oil and TV tycoon named Jack Wrather, Campbell approved the sale only on condition that Maxwell and his associates continue as actual producers.

Wrather paid \$3.5 million for the program. It originally had cost Maxwell only \$2,000, the amount he paid to veteran dog trainer Weatherwax in 1953 for an option on the title. Weatherwax owns the original movie dog Lassie, and his son, the television Lassie (both Lassies are male but have become accomplished canine female impersonators). He had obtained the title rights from MGM in 1951 when the dog was considered a has-been. Heads rolled at MGM because of this blunder, but by that time Lassie, like many another washed-up movie star, had found a new career in television.

In its first three seasons on TV the *Lassie* program piled up two Emmy awards, one Peabody award, the Parents' Magazine award and 100 local P.T.A. citations. It vanquished all opposition from other networks and helped sell oceans of soup. The program's basic appeal is to children who, in turn, make their parents a willing audience.

Maxwell says his discussions with child psychologists have taught him a great deal about the ideal content of a children's TV show. "One of the things we found out is that a child should have an honest-to-goodness cry once in a while. It's easy to make a child laugh: all you have to do is throw a pie in somebody's face. It's much more difficult to make them cry. But if they cry, they remember it."

A talent for conveying a certain pathetic quality, to help make them cry when required, may have been a factor in the selection of Jon Provost for the program. If so, the young actor has probably been too busy to be aware of it. Press agents officially introduced Jon to the

CONTINUED



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San Francisco to Salt Lake City	\$1.05	30¢
Tulsa, Okla., to New York	\$1.50	40¢

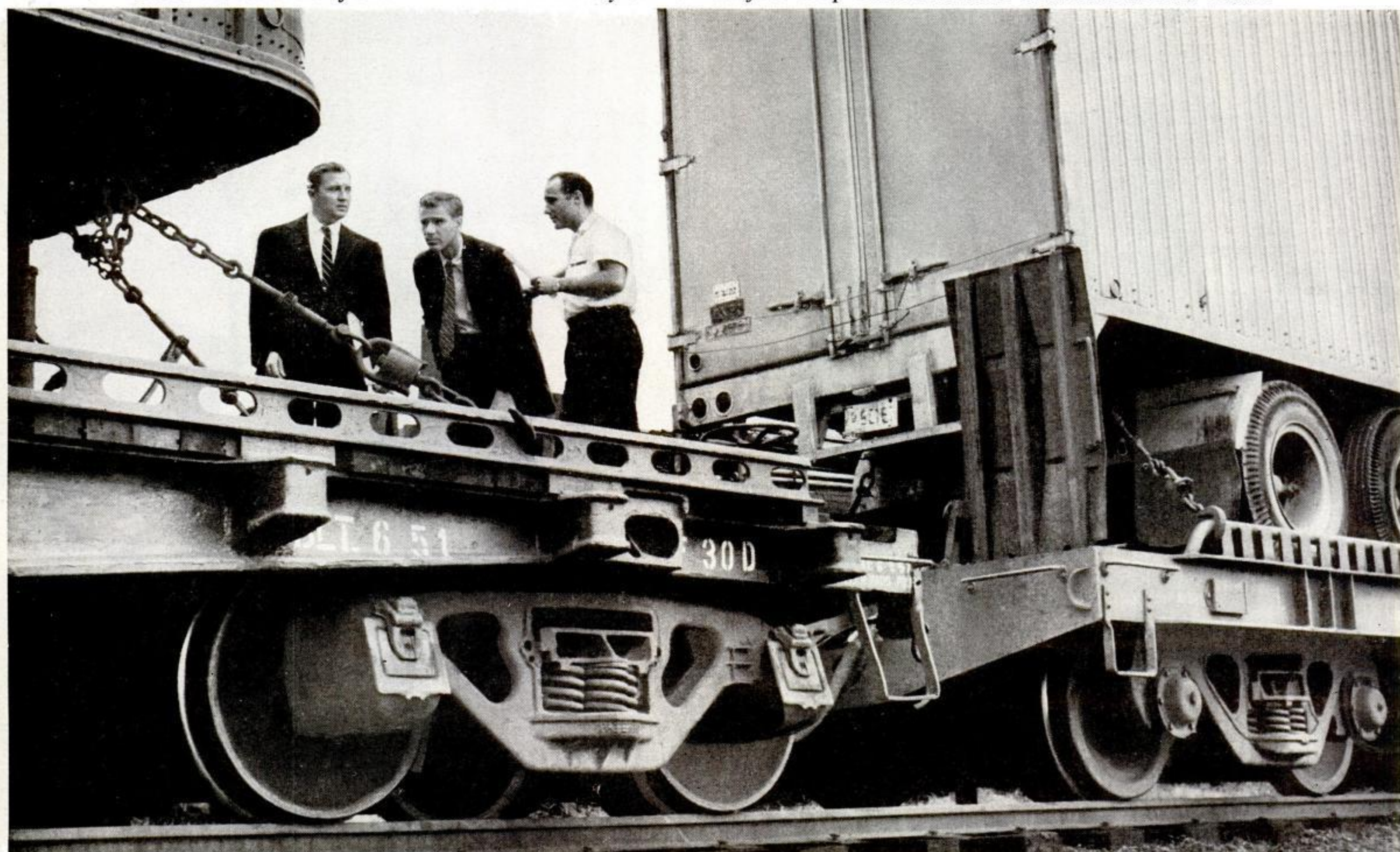
These rates apply all day Thanksgiving, every night after 6 and all day Sunday. Add the 10% federal excise tax.

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Keeping alert to innovations that can facilitate shipping is an important part of a traffic manager's job. Here, two industrial traffic managers get first-hand information about a recently developed system for shipping cargo-laden trucking company trailers by rail. Trailers return to the highway for delivery of their cargoes to final destinations.

# Should your child be a Traffic Manager?

by *GEORGE P. BAKER*

Professor of Transportation, Harvard Business School, President, Transportation Association of America

( As told to DONALD ROBINSON )

**W**IDE-WINGED PLANES racing through the skies. Mighty trains roaring down the tracks. Powerful trucks dashing along the nation's highways. Hefty ships cutting through ocean waves and inland waters. Every moment of every day they are on the go, carrying goods from place to place.

Transportation is a huge, \$100-billion-dollar-a-year industry in the United States today. And it is still growing. In 1939, American transportation men handled 543.5 billion ton-miles of freight. In 1956, the total was over 1,350 billion ton-miles. By 1960, the figure is expected to be 1,750 billions.

There is a key man in this dynamic field—the industrial traffic manager. He helps keep freight moving speedily, safely, punctually. He sees to it that raw materials reach the factories, that finished products arrive at the markets, that you and I get the things we need when we need them.

His is among the most interesting, constructive assignments in all industry. It is no accident that industrial traffic managers rarely switch careers.

Just look at the absorbing duties a traffic manager for an industrial concern has. The movement of all goods to and from his company's plants is under his personal direction. Should a shipment be sent by road, rail,

water, air, or pipeline? It is his decision. Which route should be traveled? It is up to him. What carrier should be awarded the multi-thousand-dollar business? He says.

No simple task this. Not when you consider that, to do it well, a man must know every type of transportation service thoroughly, and be able to make his way through countless freight classifications, rates and routes, plus thousands of intricate local, state and federal transportation regulations.

The industrial traffic manager has lots of other stimulating functions, too. Real detective work like tracing lost shipments, for example. Processing damage claims. Auditing bills which can run into millions of dollars. Leasing port and terminal facilities for cargo. Handling insurance questions.

There's more: Many companies operate their own fleets of trucks, tanks and freight cars, barges, and even planes. Whether or not to do so is the traffic man's problem.

If he is qualified, the traffic manager may be called upon to appear at formal hearings before the Interstate Commerce Commission, or other regulatory bodies, and argue his company's case in rate matters.

In addition, some traffic men are responsible for packaging, loading and warehousing. They have much

to do with the selection of new plant sites, too.

As you can see, a traffic manager is a pivotal person in his company. He works closely with the production department to set shipping schedules that jibe with manufacturing programs. He sits in with the purchasing department to determine quantities that can be transported most economically. He cooperates with the sales department in the development of new marketing areas.

A good man can save his company a vast amount of money. Not long ago, a man I know of took over as traffic manager for a manufacturer of "assemble-it-yourself" furniture. He did some careful research into freight classifications and came up with a bright new idea.

"For years," he said to the owner of the company, "you have been shipping your nuts and bolts and your wooden parts in the same crates. Let's ship them separately from now on."

"Sounds crazy to me," his boss said. "Why?"

"Because they have different freight classifications. If we ship them separately, we can get the benefit of the lower rates on the nuts and bolts."

His plan was adopted. It is saving his firm \$280,000.

Inasmuch as some industries spend almost forty percent of their sales income on outbound freight, you can



see the significance of reduced transportation costs. And the importance of the traffic managers who achieve them.

I must admit that traffic managers have not always stood high in industry.

They did when they first came into existence. That was in the early days of railroads, last century. There was no regulation of freight rates, and each concern had to make its own bargains with the various railroads. It hired a specialist to do the negotiating and a good one was worth his weight in gold.

However, after the passage of federal legislation in 1887, regulating freight rates, it was widely felt that nothing much was left for traffic managers to do. Their stature often dwindled to that of minor shipping clerks.

Now times have changed again. With the evolution of modern, competitive means of transportation—trucks, airplanes, barge lines—industry has come to realize more and more that traffic management is a science which it cannot afford to neglect.

Today, traffic managers enjoy considerable esteem and influence. More and more of them rank as vice presidents of their companies. They have sizable staffs under them and they are paid accordingly.

Lately, a survey was made of the salary scales among industrial traffic managers. It was learned that many leading traffic managers receive salaries of around \$50,000 a year. In the chemical and petroleum industries salaries of \$25,000 to \$30,000 are common.

Traffic managers count heavily outside of their own companies. In moments of crisis, the government invariably turns to them for help. During World War II and the Korean War, many did yeoman service in Washington, transferring raw materials to war plants and getting munitions and troops to the battlefields.

I know of one traffic manager who was awarded the Department of Defense Citation for Exceptional Civilian Service in the Korean War.

Nor is that all. The views of traffic men are sought in state capitols and in Washington and they play a crucial role in setting government transportation policy. Their views are often worked out in the National Industrial Traffic League, a shipper association with high principles and fine traditions, and in the Transportation Association of America which gets men from all forms of transport and shippers and investors to sit down around a table and work out common problems of national significance.

Traffic management has other advantages to the young person seeking a career. The hours are regular. Working conditions are pleasant. You often travel far and wide. You usually have job security. Chances for promotion are excellent.

Best of all, I can truthfully report that traffic management has graduated from the level of an occupation to the prestige heights of a profession. Traffic men have a splendid code of ethics—adopted through the endeavors of the American Society of Traffic and Transportation and the transportation fraternity, Delta Nu Alpha—and they have immeasurably upgraded the academic, character and other qualifications important for employment in the field.

Traffic men like to get together. A tremendous number of active traffic clubs give young men a chance to meet others in their profession and discuss their common problems. This kind of activity, along with the valuable educational activities of Delta Nu Alpha, the American Society of Traffic and Transportation and Associated Traffic Clubs of America, offers remarkable opportunity for a young man's development.

Opportunities for jobs are almost limitless. Industry is crying for competent, trained traffic managers. A real shortage exists.

It is worth noting that half of the 267,000 factory enterprises in the United States still do not employ a traffic manager. This means that a really ambitious young man, with a few years' experience, has an open road in front.

Obviously, traffic management has a darker side to the picture. A newcomer must recognize that he is not going to become a millionaire. Although wages can be more than comfortable, they are not astronomical.

Furthermore, the first years may be pretty much of a grind. While you are learning the business, a great deal of routine work has to be done.

You'll also be irked to find that the name "traffic manager" is often used much too lightly in industry. Too frequently it is given to shipping clerks and others whose jobs don't warrant it.

This cannot be denied either. Once you get to be a traffic manager, you may well not go farther, though of course many do.

Where do girls fit into the industrial traffic management picture?

Opportunities are ample for them. Certainly the climb will be steeper for them than it is for boys. That is the case in most lines. Nevertheless, many girls are now in the field. A number have attained the top and are highly respected for their accomplishments.

Already there are more than fifty women's traffic clubs in the country. The Women's Traffic Club of New York alone has 500 members.

You ask what manner of youngster would do well in industrial traffic management? Unquestionably, he (or she) must have an ingrained love for transportation. He could well be the kind of boy who couldn't stop playing with model trains—or planes.

In my opinion, the boy thinking of industrial traffic management as a career should like geography; he will need to know the nation's maps inside out; have an excellent memory—he'll want it for memorizing rates and routes. Be adept at figures. Be a good logical talker. Be an affable, tactful type who gets along well with other people; personal contacts carry immense weight in this business.

Since he may be purchasing millions of dollars worth of transportation, he should be the type of boy who knows how to spend money wisely and who likes to shop around before he buys things.



In addition to their own company affiliations, most traffic managers belong to various clubs and associations where mutual problems are discussed. Above, at an executive meeting of the New York Commerce and Industry Association's Transportation Council, are traffic managers of some of America's leading corporations.

There is no set preparation for a post as an industrial traffic manager. A man with only a high school education can qualify, provided he's had enough practical experience. The careers of many distinguished traffic men attest to that. However, most companies now prefer college graduates.

It is best for a man to have had four years of college or its equivalent when he takes the Interstate Commerce Commission examination to be licensed to argue cases before that agency.

College should not be too much of a financial strain. Boys and girls can work their way through, and scholarships are available for the smarter ones. A drive is on right now to get industrial concerns to underwrite scholarships for young people interested in a transportation career.

I would suggest a general college education, rather than a purely business course. I have found that the man with a broad background and wide interests is

generally best fitted for all aspects of life including business. If it is financially practicable, I feel that a young man would be wise to take a four-year general course and go on to a graduate school of business where he could specialize in transportation. Or he can go to one of the many colleges which offer a general educational course for two years and a business administration course for the last two.

A boy who can't get the money for full-time college can go to school after work. Most of the larger universities give night courses in traffic management. In many big cities he can also attend traffic institutes, sponsored by the transportation organizations, and study under traffic management "pros." Through such means, he can obtain the technical knowledge necessary to pass the I. C. C. examination and the examination for membership in the American Society of Traffic and Transportation, which will allow him to use the coveted designation following his name, "Member, A.S.T. & T."

One more point has to be made before I finish. Industry is not the only field for a traffic manager. He might be employed by a chamber of commerce or a board of trade. He might even have his own firm. In these capacities he would act as a consultant to both industry and carriers on transportation problems. If he prefers, he may move over from the buying side of transportation to the selling side in the "sales" or traffic department of a carrier organization, although the transfer usually works the other way.

All of these fields are admirable professions. No matter which a young man enters, he can be sure of an interesting, stimulating career—and the reward of knowing that he is helping to give his country the finest transportation system in the world.



## HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

*Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.*

*Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.*

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### Booklets available on many careers

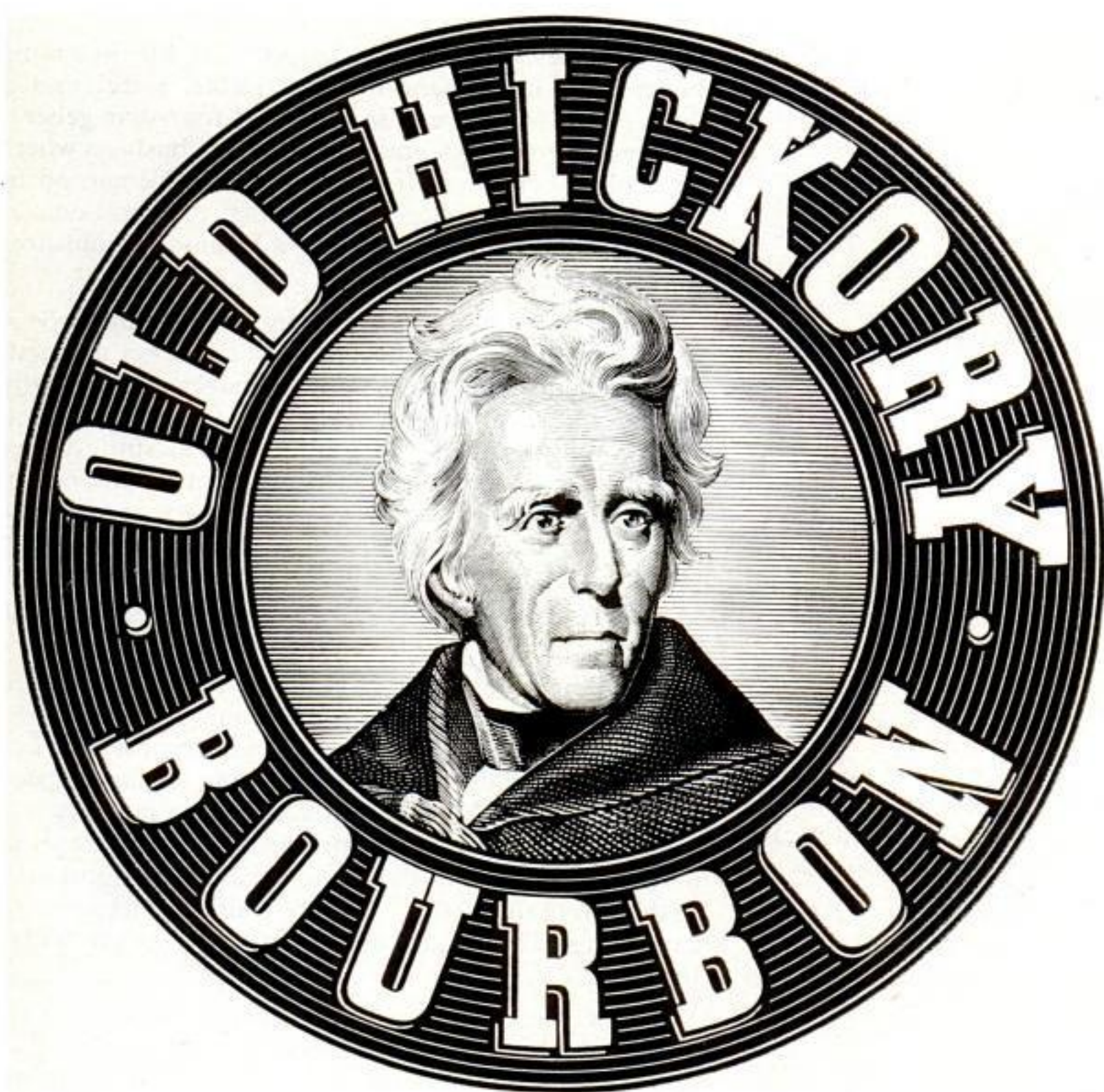
*This article on Traffic Managing is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science, Librarianship, the Armed Forces, Engineering, Food Retailing and Medical Technology. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:*

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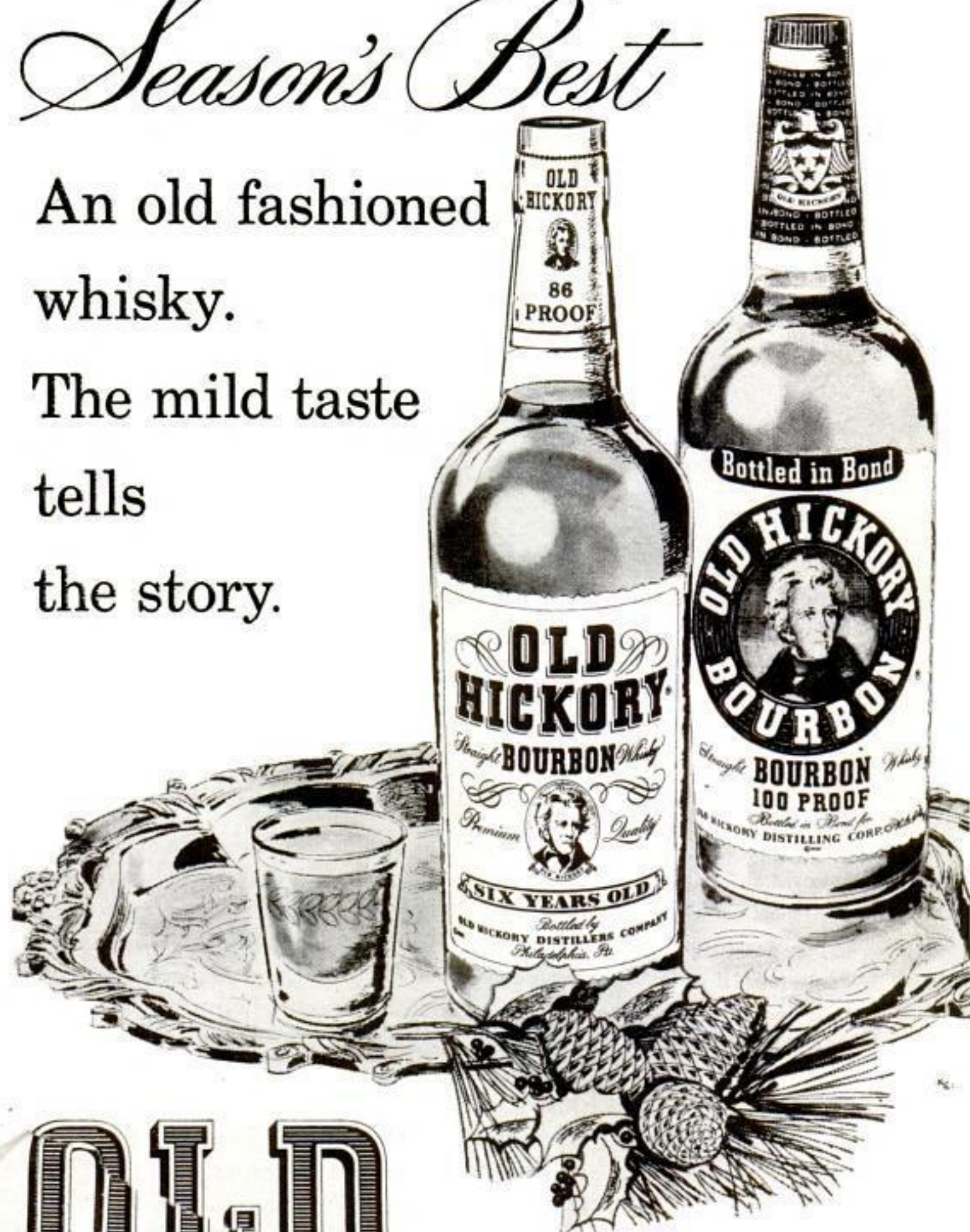




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## CHANGEOVER FOR LASSIE CONTINUED

public on Aug. 25 by throwing an ice cream party at the Beverly Hills Hotel for 340 members of the Hollywood press and their children. Last month a similar party was held at the Plaza hotel in New York. That same week Jon was interviewed by representatives of 50 publications, was on two radio programs, visited the Statue of Liberty and the United Nations, and made a speech about Japan to the student body of a Brooklyn junior high school. He was also the guest of honor at a brunch at the Hampshire House for 14 clothing manufacturers which was given by Hank Saperstein, a merchandising expert. As a result a complete line of boys' wear—shirts, pants, sweaters, socks, sneakers, etc.—will be on the market shortly with the tag "Jon Provost, Timmy of the *Lassie* series."

Jon has an uncommon sense of humor for a 7-year-old and during the brunch he whispered to Saperstein, "Say, do you think we could get anything here wholesale?"

Jon is one of the few child actors in Hollywood who does not support his family. His father is B.A. Provost, an aeronautical engineer at the Convair plant in Pomona, and Jon lives nearby in a pleasant middle-class neighborhood with his parents and sister Francile, 11, and brother Bill, 12. His \$350-a-week salary will be banked until he is 21, and he has a \$200-a-month expense account to pay for such extras as the small apartment in Hollywood where Jon and Mrs. Provost sometimes sleep after a long day at the studio. During the work week Jon rises at 6:30, his mother drives him 37 miles to the studio, and he is in make-up and wardrobe ready to go to work at 8 o'clock.

Though he is an unusually precocious second-grader in other respects, Jon writes only four words, "Jon Provost, *Lassie's* pal," and he can read only a few others. Last month he took an elaborate series of tests at the UCLA reading clinic which may help determine the cause of what is apparently some sort of psychological block, but for the moment no one knows for sure why Jon can't read.

An actor who cannot read a script would seem to be under a serious professional handicap, but in Jon's case this odd situation has certain advantages. His dialogue coach is a trained child psychologist who skillfully turns the memorizing lessons from work into play. Every day Jon learns by rote the following day's scenes in the order in which they are to be photographed and he is never troubled by the jigsaw puzzle mechanics of movie-making which require stories to be shot in out-of-sequence fragments.

These mechanics and his own illiteracy enable Jon to lead the life of a typical American boy in at least one respect. Since he can never make sense of the plot during the filming, every Sunday evening, like the millions of other *Lassie* fans, the youngest Provost eagerly joins his family at the television set to watch, with surprise and delight, the latest adventures of a boy and his dog.



**REAL TEARS** flow from Jon on Dec. 1 *Lassie* episode, when he hears Mom (on TV) must leave him. He is soon reconciled to living with foster parents.



On the next 2 pages you will

For his earlier production of *Apollo Musagete*, André Bauchant did the setting. Its curtain, with huge urn of fanciful magnolias as a centerpiece, was a primitive impression of the mythological bower in Elysian fields, where Apollo was born. Ballet's first scene is the symbolic birth on stage of the god.

## BIRTHPLACE OF A GOD

For *Apollo Musagete*, the most purely melodic and formally classical of all Stravinsky's ballet scores, Russian painter Pavel Tchelitchev devised gallery of monolithic ancient figures. Winged horses are steeds who bear Apollo and the muses of poetry, of mime and of dance to their home on Parnassus.

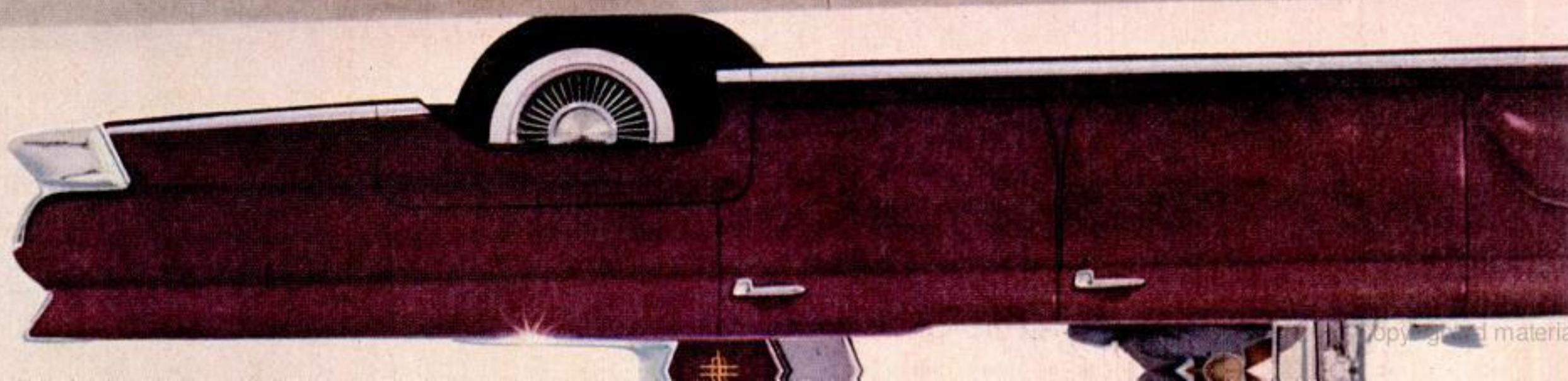
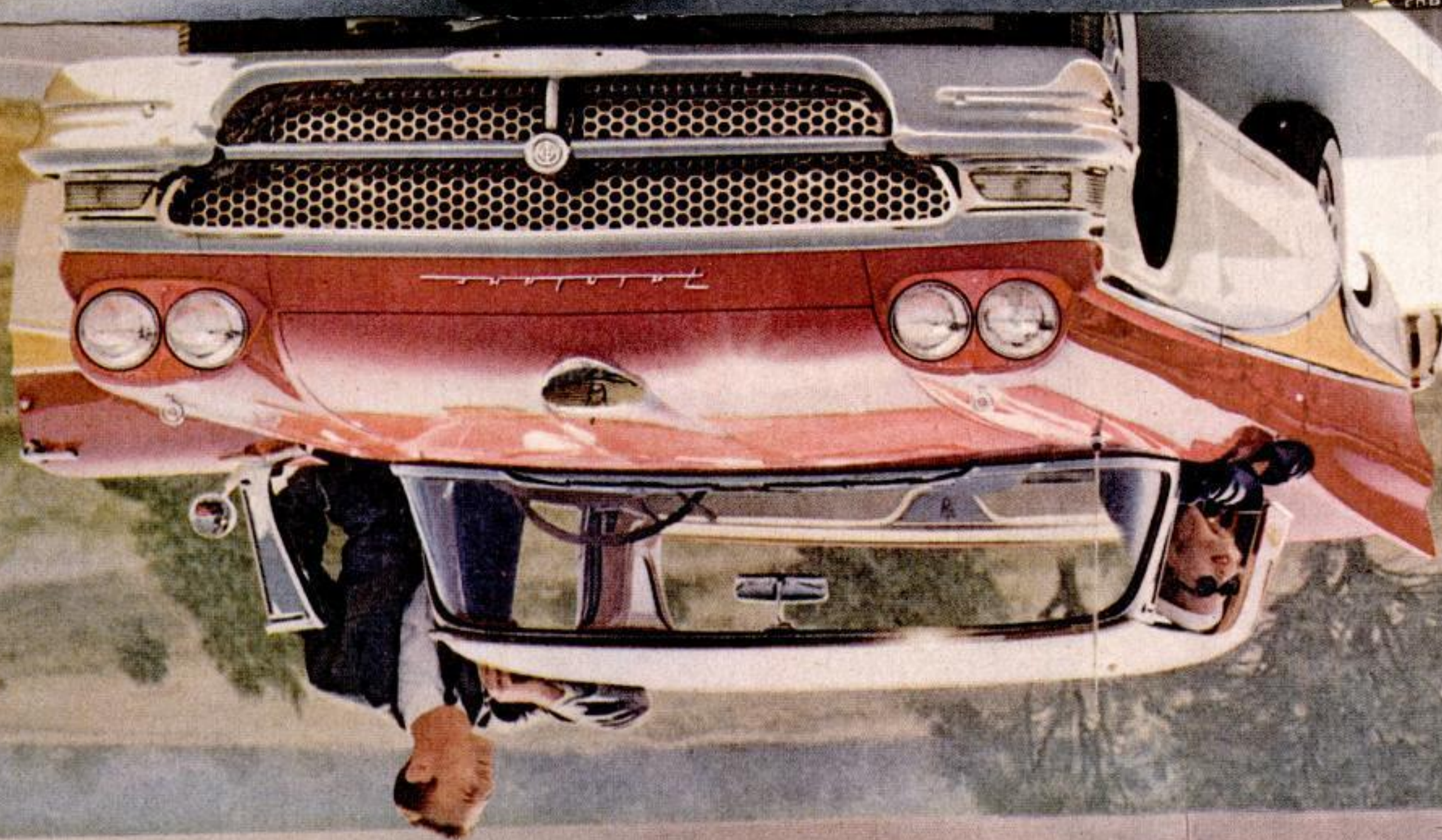
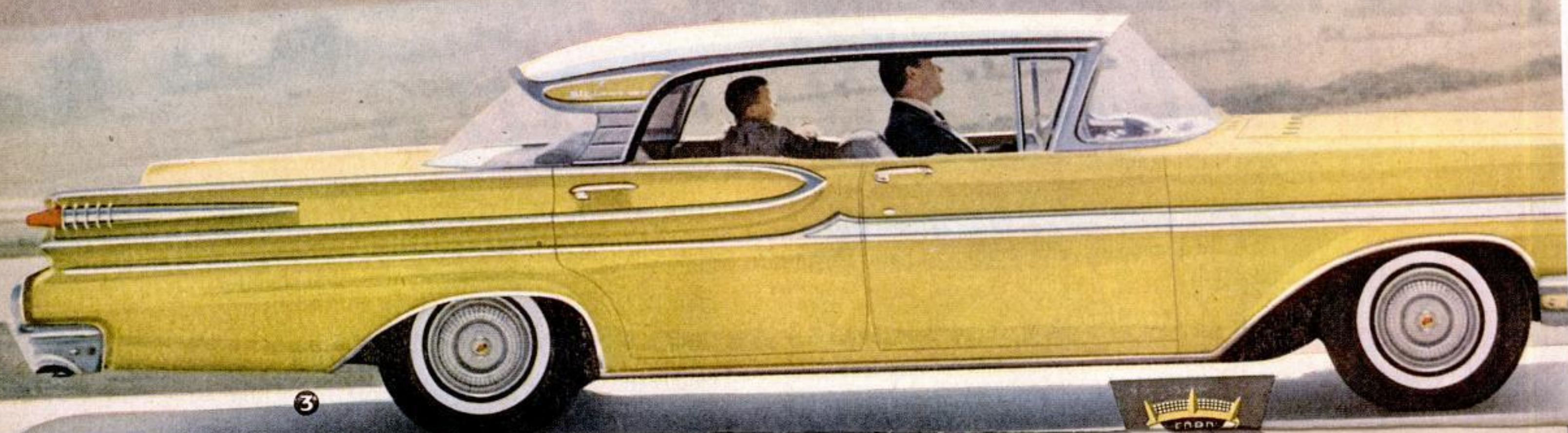
## AN APOTHEOSIS OF APOLLO



COLLECTION WADSWORTH ATHENIUM

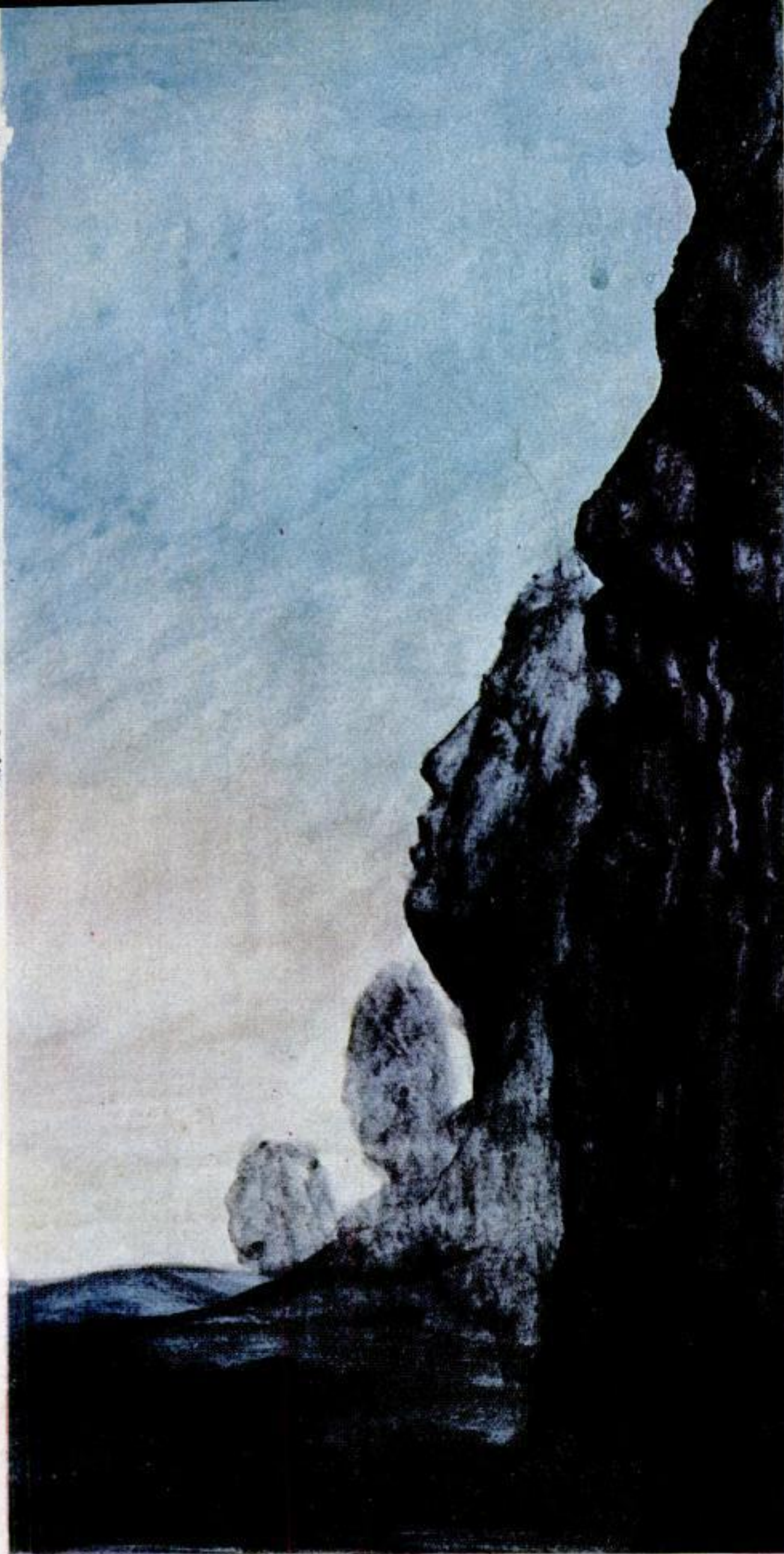








# THE IMAGINATIVE SETTINGS FOR HIS BALLET SCORES



COLLECTION MUSEUM OF MODERN ART



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COURTESY MISS A. LORIS-MELIKOFF

## HOBGOBLINS IN 'PETROUCHKA'

The grotesque hobgoblins and half-formed creatures from hell fly over tents of St. Petersburg carnival at night in Alexandre Benois' eerie curtain for *Petrouchka*. Suite from this ballet score about the tragic love life of a magician's three puppets has become Stravinsky's most popular work for orchestra.

## 'PULCINELLA' BY PICASSO

Clownish hero of *commedia dell'arte* ballet *Pulcinella*, is depicted in Pablo Picasso's curtain design for production first danced in Paris in 1920. Ballet recounts mixed-up love life of puckish Neapolitan. Stravinsky's score is a sophisticated reworking of music by 18th Century composer, Pergolesi.

CONTINUED





**RENARD THE FOX** wears clerical garb in Painter Esteban Francés' costume design for the title role in the 1947 production of Stravinsky's *Renard* in New York. Fox's quarry, in the old Russian fable on which the ballet is based, is a

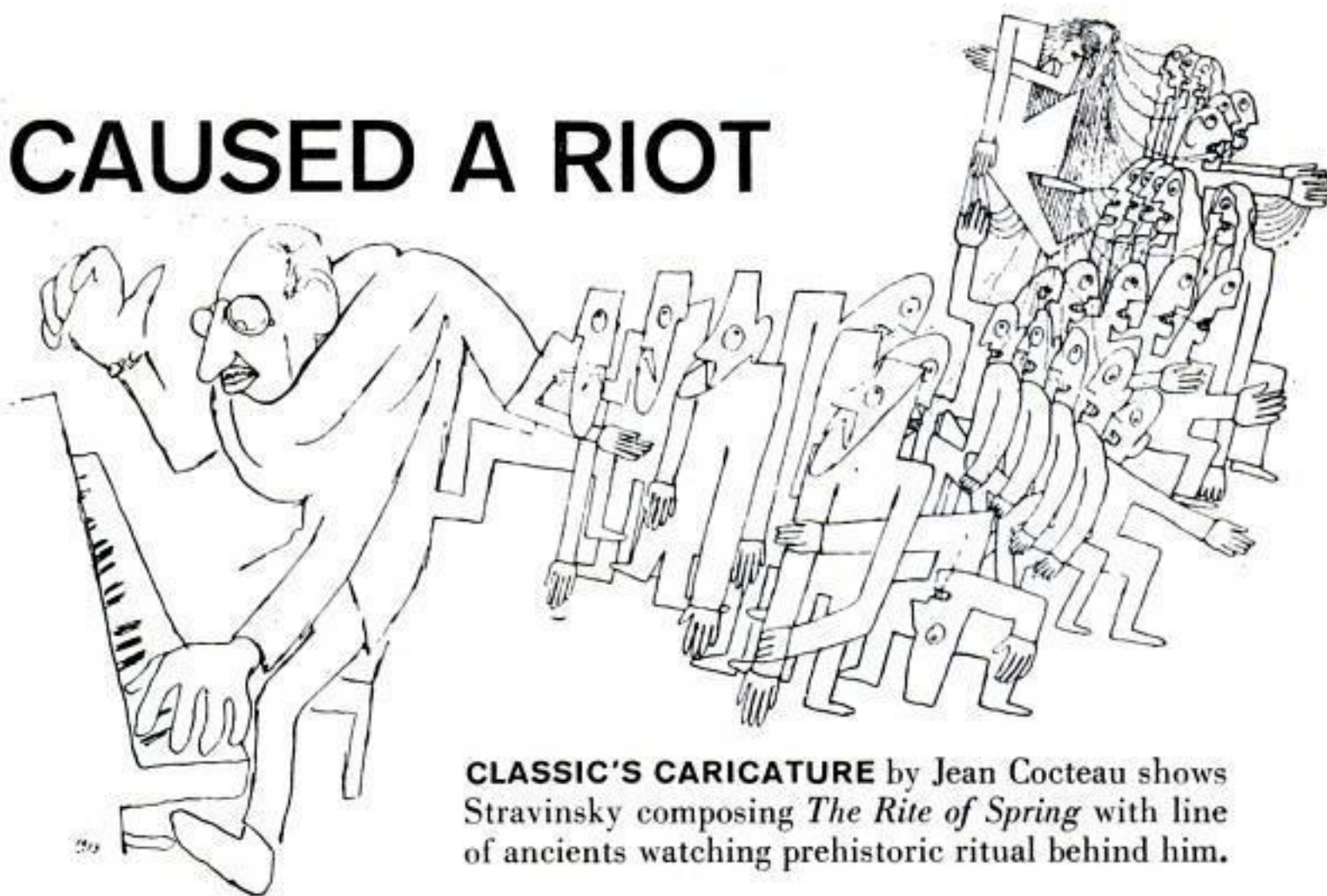
vain rooster perched high up in a tree the fox cannot climb. When the rooster descends to confess his imagined sins, the fox confessor pounces on the penitent who, in the ballet's joyous finale, is then saved by a friendly cat and goat.



# YOUNG COMPOSER WHO CAUSED A RIOT

In the summer of 1910 the 28-year-old Igor Stravinsky had a dream. "I saw in imagination a solemn pagan rite," he remembers. "Sage elders, seated in a circle, watched a young girl dance herself to death. They were sacrificing her to propitiate the god of spring." He set his dream to music and in 1913 it was performed, with choreography by Nijinsky and decor by Roerich, in a vast ballet production by Impresario Sergei Diaghilev.

The sound and sight of *Rite of Spring* shocked Paris into a riot. Its blaring dissonances alternating with hypnotically sensuous melodies started fists flying in the audience. Hooting critics beat off fanaticized partisans while musicians shouted for silence. The composer Saint-Saëns stormed out insulted, followed by an aged countess howling, "It's the first time in 60 years anyone has dared to make a fool of me." Stravinsky ran for cover out the stage door. The gendarmes finally restored order—but after the *Rite* the old order in music was never restored again.



**CLASSIC'S CARICATURE** by Jean Cocteau shows Stravinsky composing *The Rite of Spring* with line of ancients watching prehistoric ritual behind him.

AT 32, HAVING ROCKED MUSIC WORLD WITH "FIREBIRD," "PETROUCHKA" AND "RITE," STRAVINSKY WORE AVANT-GARDE GARB AND SERENE LOOK OF SUCCESS



CONTINUED





**STRAVINSKY'S FAMILY** gathered in his St. Petersburg home in 1894 for portrait. Twelve-year-old Igor (second from left) sits between his oldest brother Roman and his mother. Father is seated between his brothers Youry and Gury.



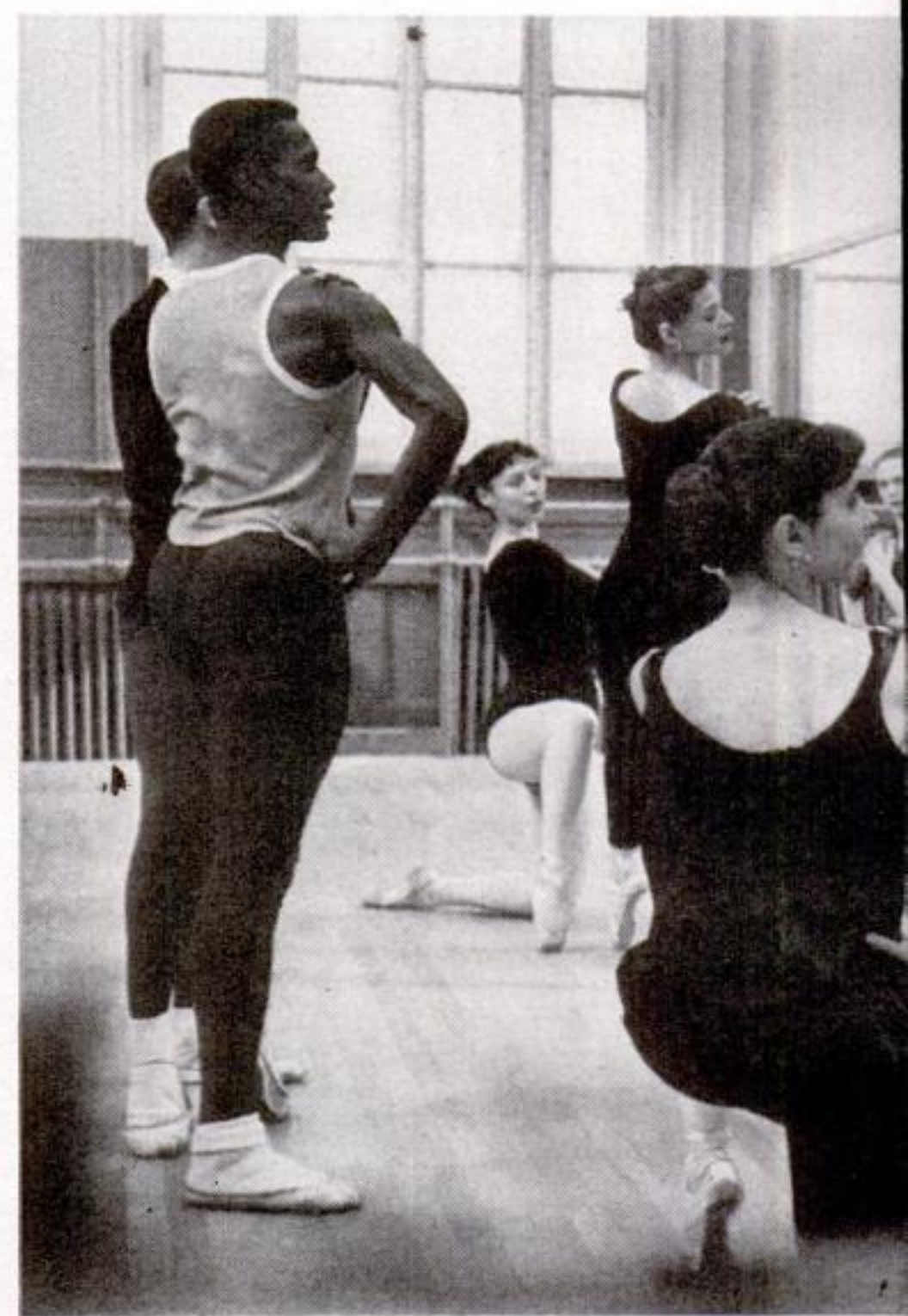
**HIS FAMOUS TEACHER**, Nikolai Rimsky-Korsakov (second from left), gave Stravinsky lessons. Here, with the 25-year-old Stravinsky (left) are Rimsky-Korsakov, Nadia and Maximilian Steinberg and Stravinsky's first wife, Katharine.



## A LIFETIME

Stravinsky was born near St. Petersburg on June 18, 1882. His father was an opera singer, and though Igor showed some aptitude for music as a child, his parents steered him toward law as a career. But, inspired by the rich musical life of his city, Stravinsky started composing when he was in his teens. With the encouragement of Rimsky-Korsakov he wrote his first performable work. Within 10 years his big ballets were being damned and praised in Paris and he was music's most flamboyant figure.

Since then—with such masterworks as *L'Histoire du Soldat*, the opera-oratorio *Oedipus*



**APPLAUDING HIS EPIC** (left), Stravinsky claps hands at Boston Symphony's Paris performance of *Rite of Spring* nearly 40 years after its premiere.





**COMPOSER'S COLLABORATORS**, Cocteau (left) and Picasso, stand with him and painter's wife in 1926. Cocteau wrote the libretto for *Oedipus Rex*.

## IN HIS ART

*Rex*, the *Symphony of Psalms*, the *Mass* and the new *Canticum Sacrum*—Stravinsky has no longer worked with the great splashes of orchestral color. Steadily refusing to write new works patterned after his old theatrical triumphs, he gives his music a lean, severe sound and has recently composed much of it in a religious vein. At the heart of this is a highly personal piety. "First ideas are very important; they come from God," he has said, then explained how he tested divine inspiration. "If after working and working and working I return to those ideas, then I know they are good."



**AT BALLET REHEARSAL** of his *Agon*, which gets premiere in New York next week, Stravinsky discusses work with Choreographer George Balanchine.



**TOURING IN ITALY**, Stravinsky stands in the courtyard of Palazzo Comunale in Bologna on a day's trip there from Venice. With him is his second wife,

Vera, a painter. By his first marriage, Stravinsky has a daughter and two sons. One son, Soulima, is a pianist and teacher. Another, Theodore, is a painter.





**COMPOSING IN A CABARET**, Stravinsky while in Venice last summer worked daily in an empty dance hall. Of composing regularly he says, "The uninitiated imagine that one must await inspiration in order to create. That is a mistake."

**MEDITATING IN A CATHEDRAL**, composer stands in a gallery of Saint Mark's in Venice above golden row of apostles. His *Canticum Sacrum* was first sung in the 1,000-year-old cathedral last year. Last week it had its New York premiere. →





INNOCENTIUS

INNOCENTIUS

INNOCENTIUS

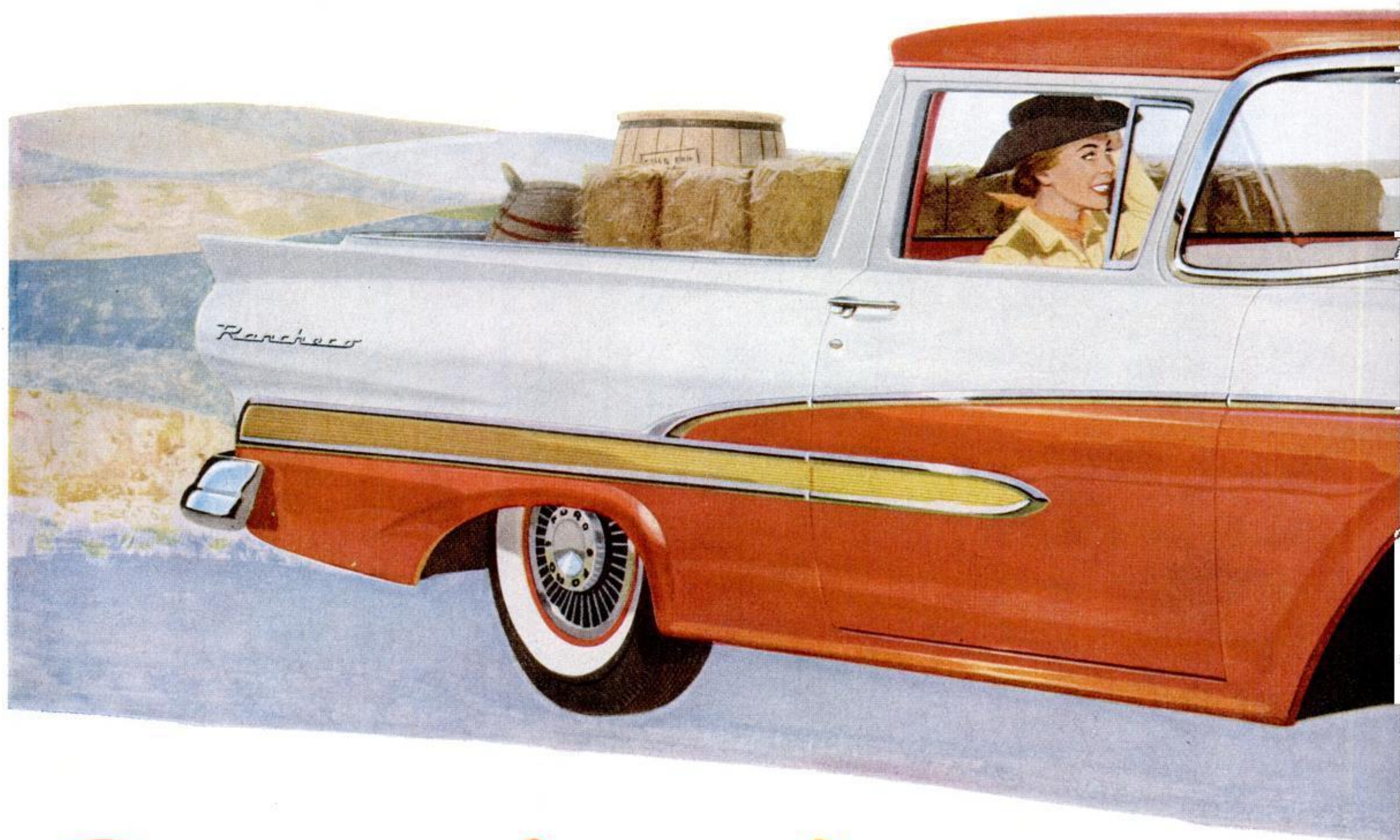


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BATTLING THE HEAVY WIND AND SWIRLING WATER, A FISHERMAN WITH BILLOWING PARKA AT DEERFIELD BEACH, FLORIDA CASTS OVER THE SURF FOR BLUEFISH

# INTO THE SEA FOR BLUES

**Ardent surfcasters brave Florida storms to go after game fish on run**

The stinging northeasters that drive bathers off Florida beaches in late October and November bring out a fanatical breed of fishermen. They are the hardy surfcasters who go into the smashing water in order to reach the bluefish following the storm-carried mullet close to shore. The dedicated blue-fishermen will wade out into the teeth of a 40-mile gale and battle thunderous surf, undertow, seaweed and coastal debris to get a

crack at the popular blues when they are running. Ravenous and hard-fighting fish, which average three pounds off Florida, the blues travel in huge schools. They start migrating south from New England waters at the end of summer and get to Florida just about the time that autumn's slashing northeasters do. "When the winds come up and the blues come in," said one native of Deerfield Beach, "everyone goes crazy around here."



# SURFCASTERS CONTINUED



**EMBROILED CASTER** Robert Appleton braces himself against the pounding waves as he reels in. Heavy sea and a fighting bluefish will often snap a line.

**TRAPPED BLUEFISH** (below), which just spit out mullet bait, writhes on sand after being pulled from surf. When hungry, blues hit cut bait, lures, even rags.







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PETER USTINOV (LEFT) SHOUTS INTO THE DEAF EAR OF AN AGED BISHOP WHO HEADS THE COUNTRY'S OFFICIAL RELIGION, "THE HOLY UNORTHODOX CHURCH"

## A FABLE OF A COMIC RULER

**Ustinov's acting skill sparkles in his own 'Romanoff and Juliet'**

In *Romanoff and Juliet* Peter Ustinov plays the leader of a small, fictitious European country held together, he says, "by our traditional policy of balance of feebleness." He keeps his people happy with weekly festivals, plays Cupid to young lovers, maintains an army of two soldiers with unloaded guns. Because he values love above politics, he sets out to help a U.S. ambassador's daughter marry a Russian ambassador's son.

The role of the leader is made to order for an actor of Peter Ustinov's remarkable talents—and he made it to order by writing the play himself. At 36, British-born Ustinov has had 13 of his own plays produced in

England, and his *Love of Four Colonels* was a Broadway hit in 1953. He has acted in a dozen plays (including some of his own) and movies, and in *Quo Vadis* even made Nero absurdly appealing. He can speak almost any language, including Russian with a Japanese accent, and make noises like a harpsichord, bugle or talking dog. In *Romanoff and Juliet*, which pretends to be no more than a featherweight fable, Ustinov rolls his eyes ruefully at the idiocy of mankind, cavorts like a playful walrus and punctures the protocol of statehood. "A diplomat these days," he observes, "is nothing but a headwaiter who's allowed to sit down occasionally."



## SPOOFING THEFT OF SECRET CODE



**AT RUSSIAN EMBASSY** Ustinov starts a spoof on spying by trying to grab secret paper. Ambassador then reveals that Russians know a U.S. code.



**AT U.S. EMBASSY** Ustinov tells ambassador that the Russians have deciphered U.S. code. The American blandly says, "We know they know our code."



**BACK AT RUSSIAN EMBASSY** Ustinov gives latest news about the code, only to be told by Russian, "We know they know we know their code."

**SCORING TRIUMPH,** Ustinov hops for joy as → U.S. ambassador admits he didn't know Russians knew U.S. knew that Russians knew the U.S. code.





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holds 40% more ink...yet never goes near an ink bottle

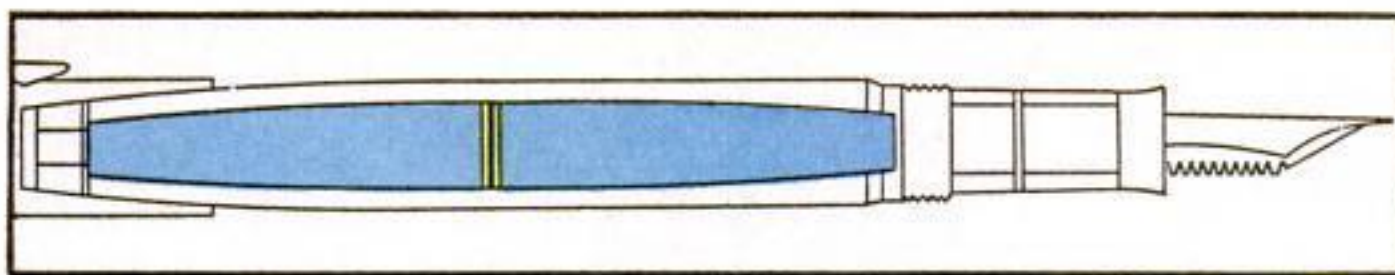


The beautiful new SAFARI is like no other pen you ever saw before.

It's a true fountain pen that you load with *two handy cartridges* of liquid ink... never from an ink bottle.

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Two cartridges instead of one... so you always have a spare ink supply. Loading the SAFARI is so easy and clean, too. Just drop two big ink cartridges into the barrel—and *write*.

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# Newest Eyeful from Italy

**ELSA MARTINELLI IS ACTRESS, MODEL, WELL-GARBED COUNTESS**

The traditionally fine Italian touch has been most in evidence since the war in the country's highly successful movie stars, its beautiful women and its flair for fashion. Elsa Martinelli (*above*) combines the best of all three. She is a prizewinning film actress, a strikingly handsome model, and, by her recent marriage, a countess who has a distinctive way of wearing clothes.

A rising young designer named Roberto Capucci foresaw the triple threat in Elsa and plucked her from her barmaid's job four years ago to

model his first collection. She went on to become a top model in Paris and New York, went out to make a movie in Hollywood where, even when cast as an American Indian, she gave the squaw dress a special style. She returned to Italy to do more movies and last June married Count Franco Mancinelli Scotti. Elsa looks as well in sweaters, which she collects from all over and sometimes wears with yards of necklaces, as she does in evening gowns. And, proving her rare talent to look well in anything, she can even make a bath towel look as if it had been draped to order.

CONTINUED



MARTINELLI CONTINUED

## Her favorites for night, day



**BULKY SUIT** for daytime expresses Elsa's preference for plain tailored clothes with a single striking detail—in this case the dramatic bloused back.

**BILLOWY DRESS** is worn by Elsa for evening because she likes its airy look. It has a standaway pleated back, is embroidered with red medallions.

CONTINUED



# Samovar

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**JUBILEE PUNCH.** Pour over ice in a punch bowl: one bottle (fifth) Samovar Vodka, two quarts cranberry juice and a quart of sparkling water. Stir, add lemon juice for extra tang. It's delicious! (And will serve 25 people at less than 20 cents per serving.) Take it easy... make it easy with Samovar Vodka.

**HOLLY PUNCH.** Pour over ice in a punch bowl: one bottle (fifth) Samovar Vodka, four jiggers green creme de menthe, and one quart sparkling water.

**CONFETTI PUNCH.** Pour one bottle (fifth) Samovar Vodka over ice in a punch bowl. Add 2 fifths iced Cook's Champagne. Float maraschino cherries.



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*(so advanced it leaves the rest behind!)*



NEWS HAS LEAKED OUT that Dodge stylists have really "scooped" the other cars with their new Swept-Wing 58. "Just stand it alongside the others and you'll see," says a member of Virgil Exner's Styling Section. "Most 1958's look high-sided and boxy by comparison, with small windshields and windows that

give a 'cooped-up' look." Dodge engineers are just as emphatic about Swept-Wing 58 driving advances. They point out that most cars in the field still do not have push-button driving, sway-free torsion-bar suspension (Torsion-Aire), or full-time Constant-Control power steering. And they talk about the remarkable power-to-

weight advantage of the new Dodge engines. You are invited to "discover the difference" in Swept-Wing 58 with this promise: "To own it is a new adventure."



**SWEPT-WING 58 by DODGE**





AS A SQUAW in *The Indian Fighter*, Elsa, who had heavy Italian accent, spoke little but won Kirk Douglas.



AS A SEAMSTRESS in *Donatella*, an Italian movie, Elsa won a top acting award at the Berlin Film Festival.



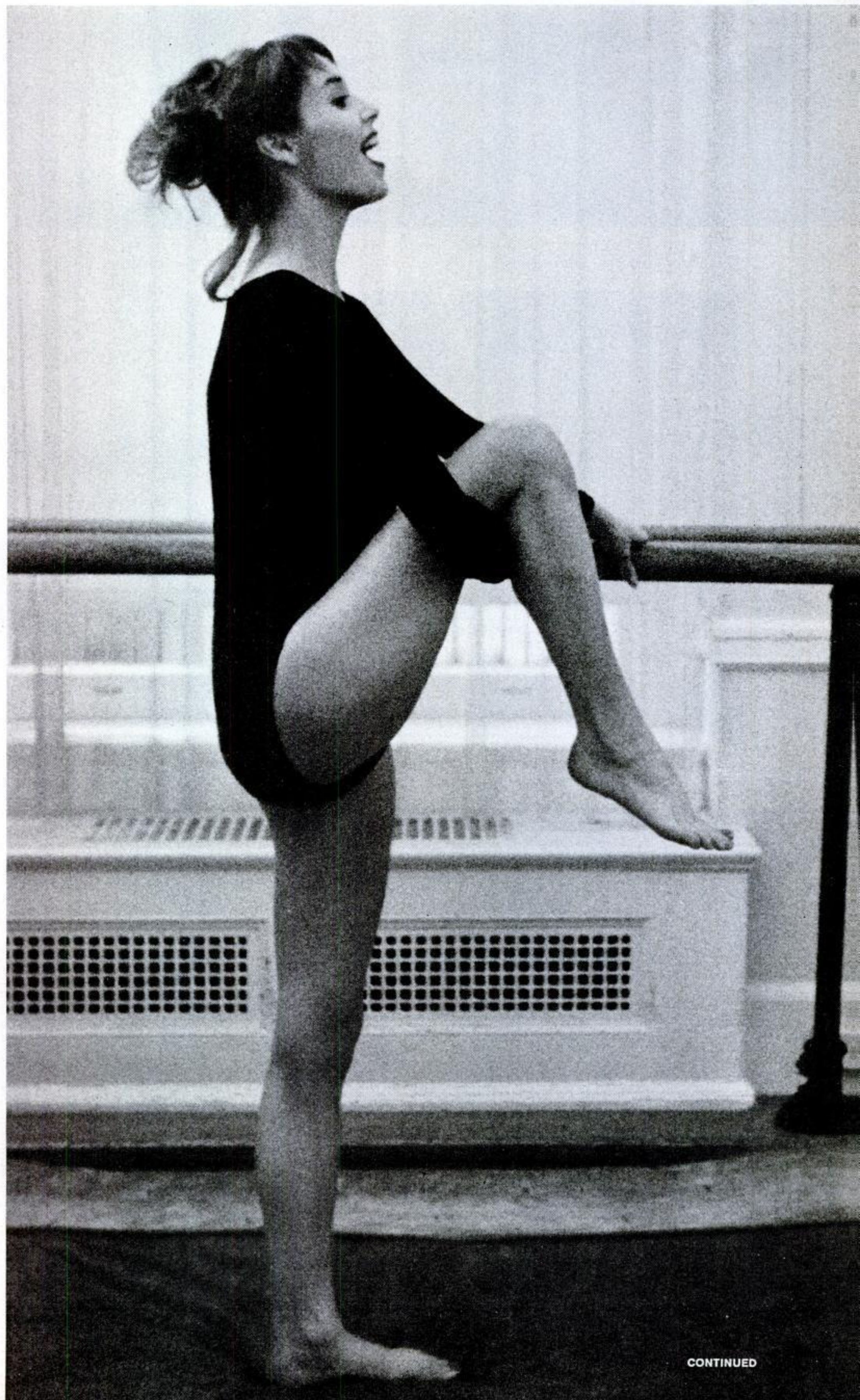
AS A STOWAWAY in newest movie, *Stowaway Girl*, made in England, Elsa charms captain into falling in love.

KEEPING FIT, Elsa in black leotard does leg exercises → to soft music at Kounovsky's, a New York gymnasium.

## Movie waif, hard-working girl

Despite her way with clothes, Elsa has had a very limited wardrobe in the half-dozen movies she has made. In fact, in her first movie, *The Indian Fighter*, she took off the squaw dress only long enough to cause a momentary sensation by wearing nothing at all. Since then she has been cast mainly as either peasant or waif, and although she has not looked very fashionable she has shown plenty of style.

Director Vittorio De Sica, who hopes to use Elsa soon in a picture, calls her "the most stylized woman in the world. She looks as if she had been designed by an artist." Elsa works hard to give that impression. She diets by eating only an apple for breakfast, and on a recent visit to New York took time out for exercise (*below*). She doesn't much like exercise but feels it helps her figure and her disposition.



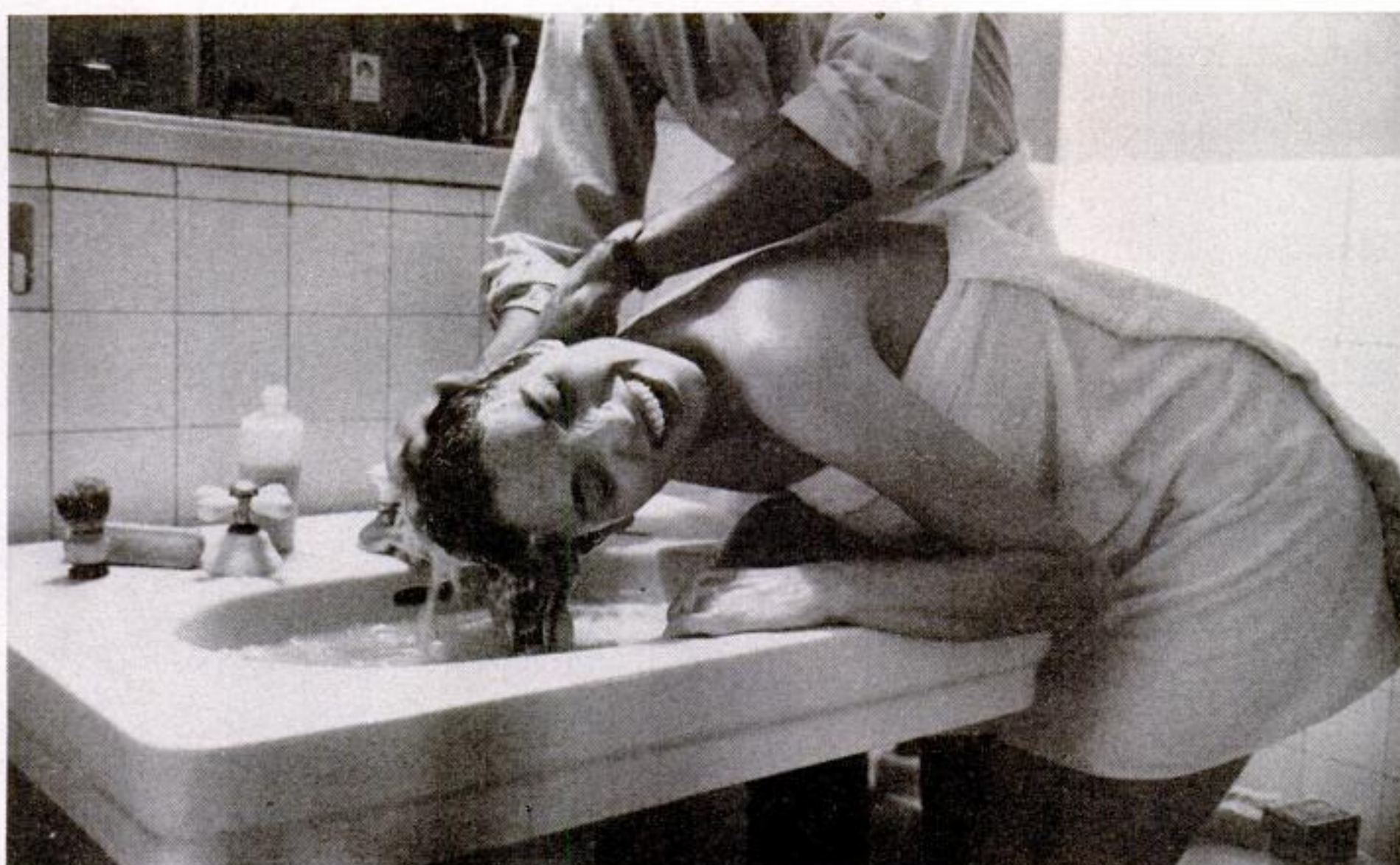
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**SHOPPING** for maternity clothes at Ma Mère in New York, Elsa tries on a chemise-type dress for

her husband. She thinks the new bag shape is perfect for maternity clothes and bought nine outfits.



**SHAMPOOING.** Elsa gets lots of help from her husband. She always cuts and washes hair herself.

**MAKING UP** (below). Elsa blots cold cream as ritual begins. She spends 30 minutes doing her face.



GETTING READY TO GO OUT TO DINNER COUNT

**A happy family life  
for a new contessa**





SHAVES AS ELSA WATCHES WITH BIG EYES. SHE WEARS SHEER NYLON PEIGNOIR WHICH, LIKE ALMOST ALL OF HER LINGERIE, WAS BOUGHT IN THIS COUNTRY

Elsa, who was one of nine children of a poor Florentine family and had to go to work at 12, is at 22 Contessa Elsa Mancinelli Scotti di San Vito, well off and married to a young and handsome Roman. On their recent New York

shopping trip Elsa and Franco bought everything from jazz records to a washing machine and dryer for their new house in Rome to a closet full of maternity clothes for Elsa, who is expecting a baby next March. In the middle

of their frantic schedule in New York, Franco found time to be a helpful husband and wash Elsa's hair as he often does at home, and as he shaved Elsa kept him company, not helpful at all but looking disconcertingly loving.





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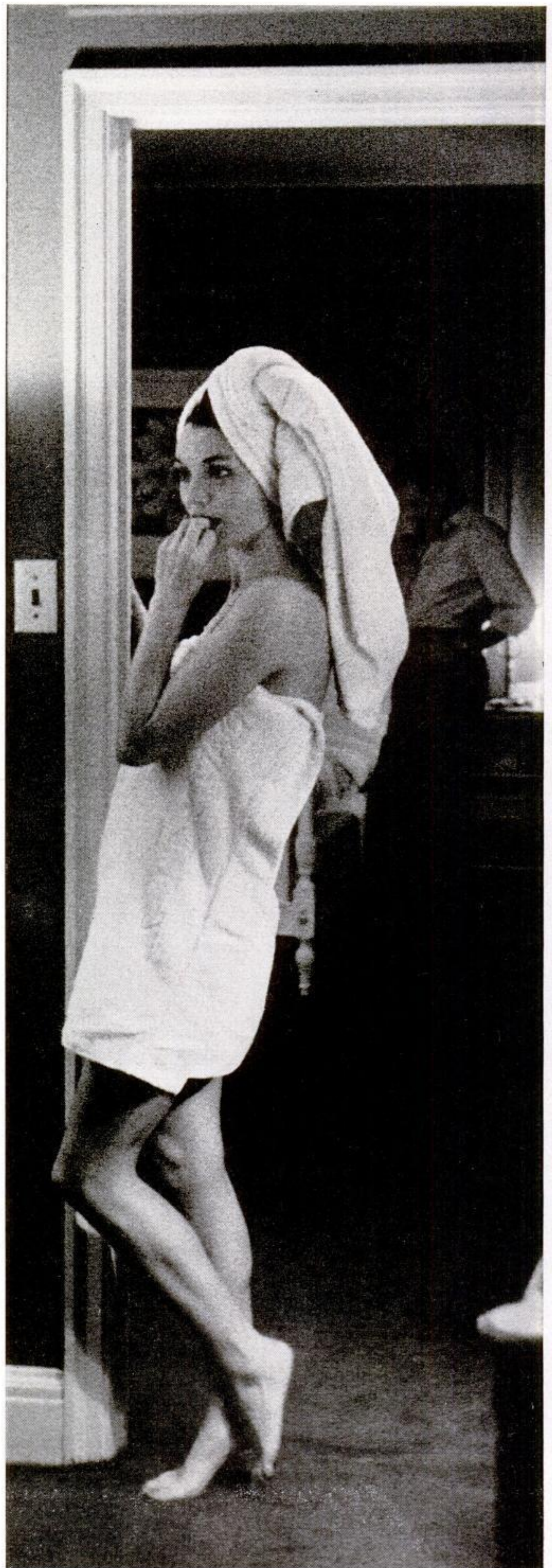
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*The Scotch with Character*

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MARTINELLI CONTINUED



DRAPED IN TOWELS after bathing, Elsa pauses in the bedroom doorway before dressing to go out, listening as her husband makes a telephone call.



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**Cooks with Spread-Even Heat.** Square pan with square element eliminates hot or cold spots. Accurate thermostat measures heat edge to edge, a Westinghouse exclusive. Metal or glass cover, slightly extra. Fry Pan, \$22.95



**Mixes with more power!** . . . even thick refrigerator cookie dough. Thumb-tip Stop-N-Go Switch. Ejector pops beaters into sink for cleaning. Sits on heel or hangs on wall. White, Aqua, Pink, Yellow. Portable Mixer, \$19.95



**Makes coffee the fastest way!** New "Full Flavor Fountain" sprays water right on the coffee to extract all the flavor from all the coffee. Coffee stays at serving temperature. Brews 2 to 10 cups. Coffee Maker, \$29.95



**Color-clad in porcelain!** The first toaster in color, and the easiest to clean. Smudges wipe off in a wink. Extra lift up raises small slices of toast an extra inch. Hinged crumb tray. Also Chrome Toaster, \$19.95. Confection Color Toaster, \$21.95



YOU CAN BE SURE...IF IT'S

# Westinghouse



# SHELL FROM A TO Z — AN ALPHABET



## is for Laboratory

And a laboratory is people: thinking, learning, trying. Take this young lady of Shell, for example. In controlled experiments she's injecting insect pests with brand-new insecticide formulations. Bit by bit the data pile up — and soon the farmer will have another potent weapon in his pest arsenal. Insecticides help assure vigorous crops, help keep livestock healthy. Simple fact: without the products of oil research, farmers could not adequately feed our country.

## Label

How many times have you heard someone say: "It's made by X Company — it *must* be good"? A label is a known standard of quality. Take Shell gasoline with TCP additive or X-100® motor oil. Millions of motorists buy them because their performance is proved, their continuing high quality *guaranteed* by a name they trust.



## Lacquer

Today's rainbow-colored cars — like Junior's sleek model airplane — owe their tough beauty to patient research. Example: ketone lacquer solvents. They have to hold as much paint solids as possible — yet evaporate in seconds to give a mirror-smooth, armor-hard finish.

Where do most lacquer solvents come from? Oil, of course.





# OF GOOD THINGS ABOUT PETROLEUM

## Lane, Carol

Author, columnist, public speaker, Miss Lane is Women's Travel Director for Shell. She covers 60,000 miles a year checking roads, accommodations, advising on car touring and safety. *Anything* you need to know about family travel, write to Carol at Shell Oil.



## Leisure

Taking it easy these days means golf, tennis, boating, skiing — even backyard football. Oil is the biggest reason that we have time our grandfathers never had. Take today's farmer. With one oil-powered tractor he can do the work of ten men, ten horses, five hand plows. So relax — let oil do the heavy work.



## License

For most of us, driving is an everyday thing. That's why safety is so important *all* the time. Know your traffic laws, obey them, work for better ones. Remember: your license only gives you permission to drive—you furnish the responsibility.



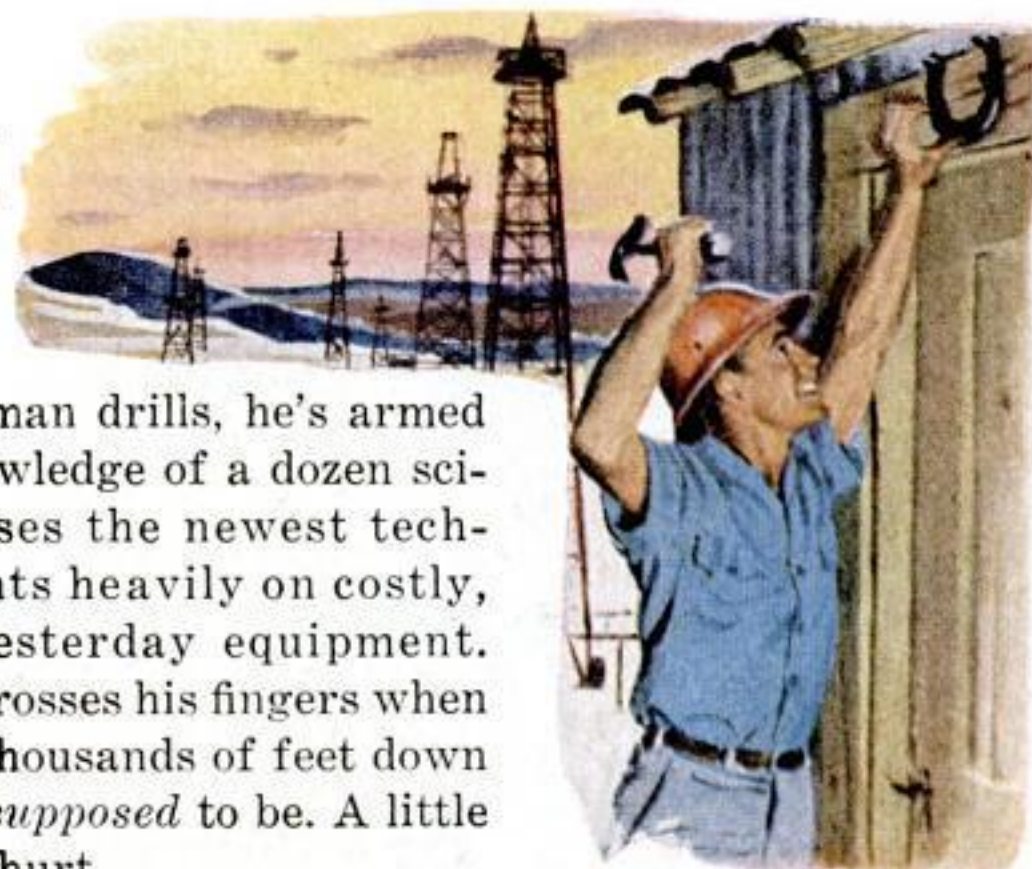
## Lube

Our world moves on films of oil and grease. The bearings in a locomotive's churning wheels, the incredible heat generated in the cylinders of your car, the tiny rotating sleeves in a sensitive computer. Everywhere, oil guards moving metal against its worst enemy — metal.



## Luck

When an oilman drills, he's armed with the knowledge of a dozen sciences. He uses the newest techniques, counts heavily on costly, just-built-yesterday equipment. Even so, he crosses his fingers when the bit gets thousands of feet down where oil is *supposed* to be. A little luck doesn't hurt.



## Luster

Look at that whistle-clean gleam! New car creams clean car paint chemically, make even an antique look like new. Important: don't forget to clean the *inside*, too. See your Shell dealer for upholstery spot remover. P.S. While you're there, sample the sparkling Shell service.



**L**ETUP? Oil knows no such word. Around the clock it moves up from the deep earth ready to serve farm, home, industry. The problem of getting oil and its products to you is unbelievably complicated. One big reason the job gets done: there are oilmen who know how to run an underground railroad in a 12- to 24-inch pipe. Pipeliners, we call them. Their railroad is 8,989 miles of tube, running through the earth, floating in swampland, fording our largest rivers.

Shell pipeliners run crude oil from oil field to refinery; they can move 22 different oil products through a pipe like a fluid freight train, switching any product off at will, yet delivering each to its destination, refinery-pure. Magic? No; just another example of oil research which, like oil itself, knows no letup.

*Sign of a better future for you*  
**THE SHELL COMPANIES**





**NOW!...**

**The world's first electric portable!**

Made by Smith-Corona...famous for firsts in typing!

**The printed look of electric typing...**

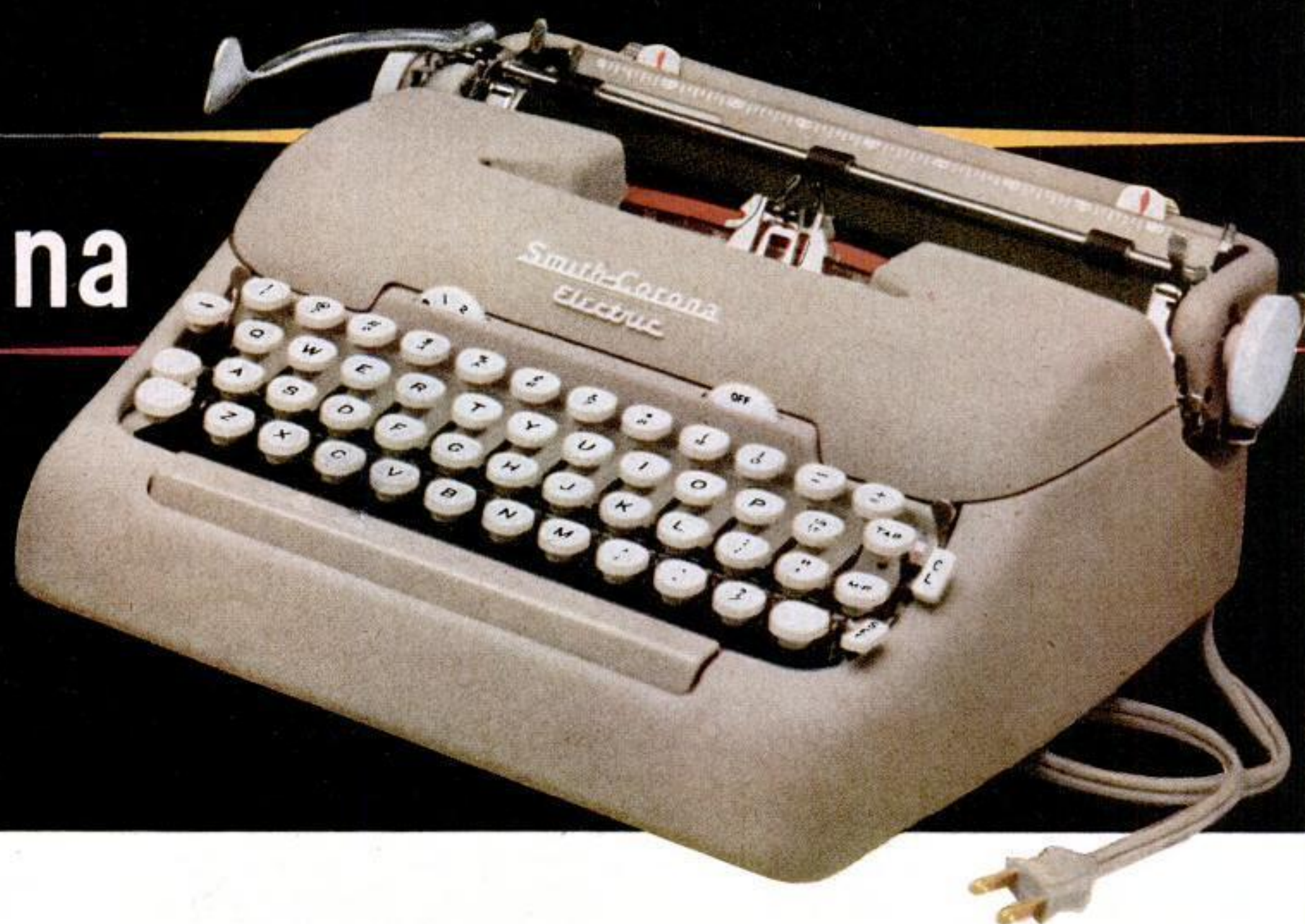
Just touch the keys and you get perfect letters!

**with the convenience of a portable!**

Use it in your home, at school, in business!

**Smith-Corona**

***ELECTRIC PORTABLE  
TYPEWRITER***





# Half-dozen displays of fine acting

**VETERANS, NEWCOMERS  
GIVE NEW FILMS A LIFT**

Six fine acting performances do not constitute a new era in Hollywood—but the half-dozen instances shown on these pages do provide signs of one. The days when a profile and a personality were all a star needed are not entirely gone. But every year the level of competence is pushed higher and higher. Youngsters, serious about their art, practice naturalistic methods of dredging emotion from their souls to portray their parts. Established stars keep polishing their oft-tested techniques.

Right now in movie theaters across the U.S. some superior jobs can be seen in films ranging from colossal color spectacles to modest little black and white dramas. In all cases the acting lends distinction to the film. In most, it outclasses the movie. And in some it is good enough for an Academy Award nomination.



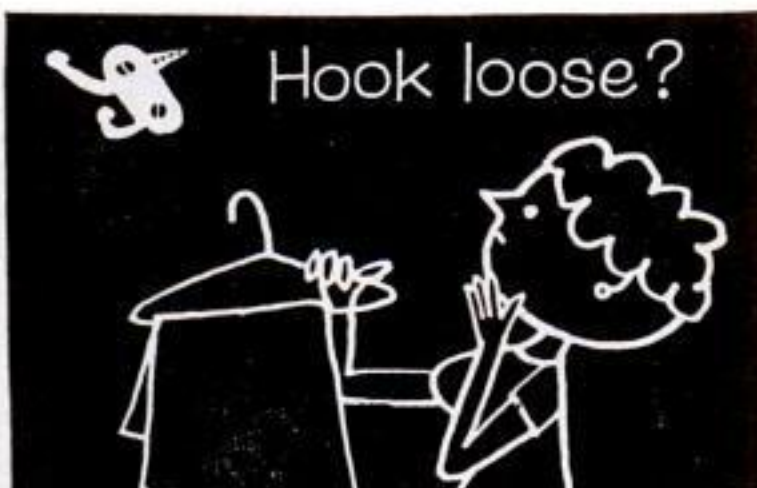
## TRIUMPH OF A STAR

In MGM's *Raintree County*, Elizabeth Taylor, too often thought of as another pretty girl, again establishes how good she really is as she subtly, step by step, moves the character she plays from sanity into madness. Above, as a southern belle, she cuddles the doll she worships, then (right) throws it away.





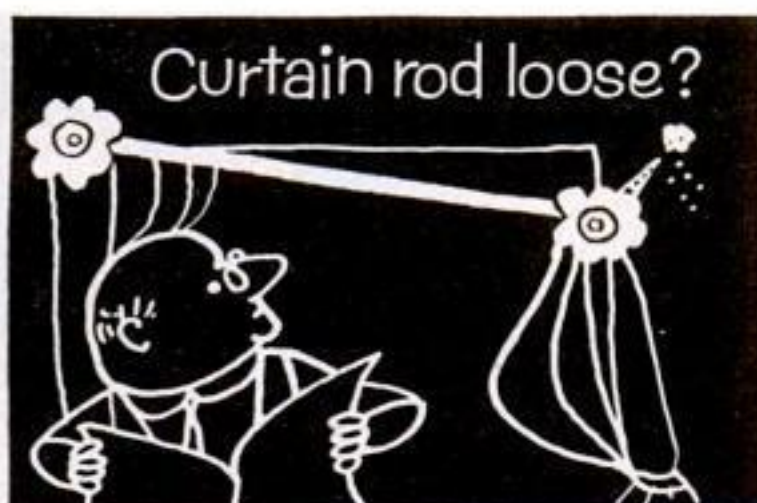
# FIX-IT TIPS with "Plastic Wood"



**Remove screws.** Fill holes with Plastic Wood. Let dry—then screw screws back in. Holds stronger than wood itself.



**Handles on brooms, mops, carpet sweepers** can be made strong as new if reset in Plastic Wood. Dries quickly!



**Remove the hooks** holding the rod. Re-set screws in Plastic Wood. Even with heaviest draperies they won't pull out.



**Just reset caster** in Plastic Wood. Hardens quickly, stays hard permanently, makes a repair that's better than new.



**"PLASTIC WOOD"**  
REGISTERED TRADE-MARK

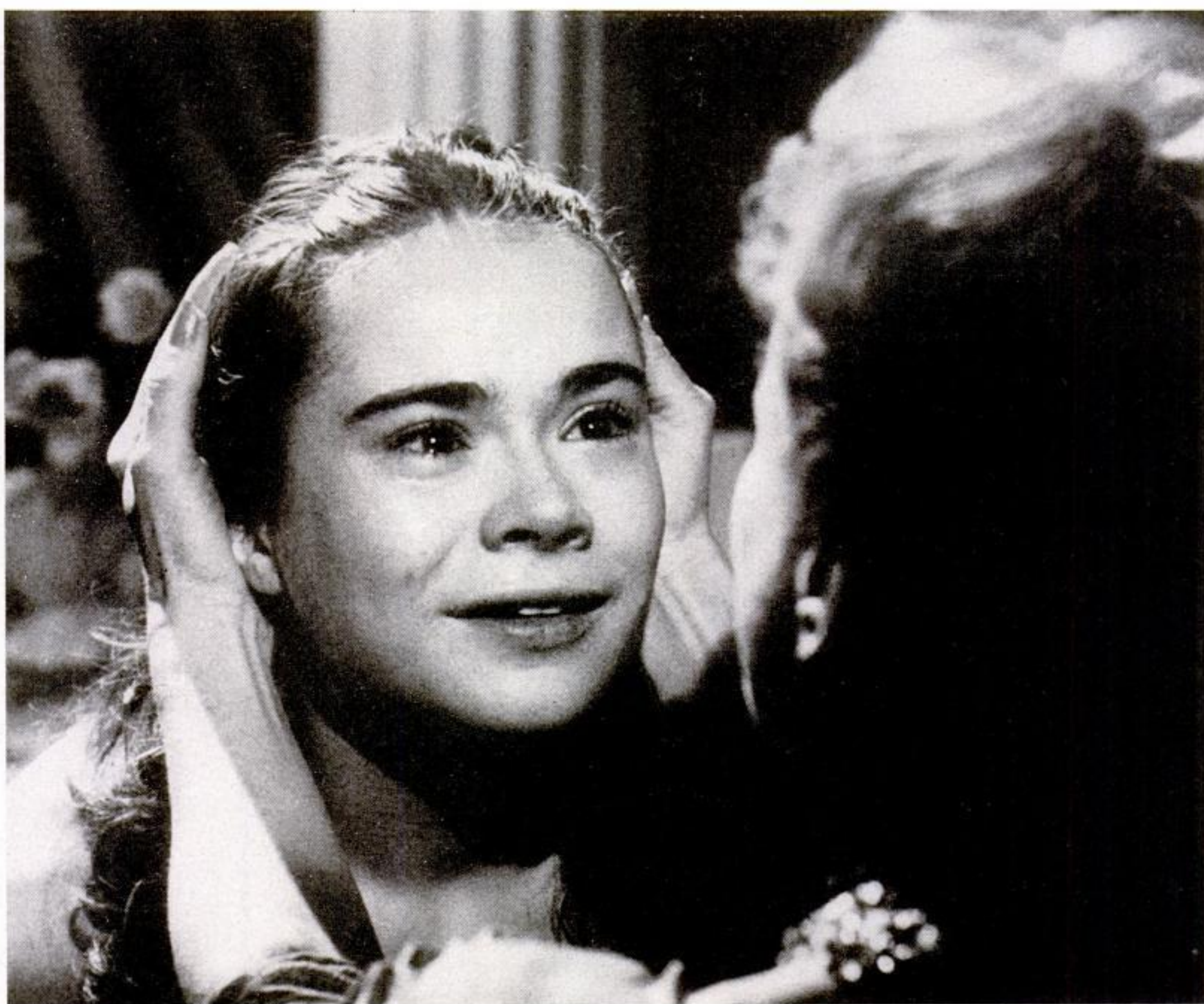
## FINE ACTING CONTINUED



### A NEW TALENT OF FIRST-RATE IMPORTANCE

Best newcomer is Joanne Woodward, graduate of the TV studios, who breathes exciting life into unattractive roles. Here she plays Leola Boone, the goodhearted slob of 20th Century-Fox's *No Down Payment*, drunkenly blurting out

that she has given her baby away for adoption. Also still showing is the spectacular performance Joanne turned in as the three-women-in-one heroine of the same company's eerie study in split personality, *Three Faces of Eve*.



### AN ENGLISH YOUNGSTER OF GLOWING CHARM

Most appealing of the players in this group is a young British actress, Heather Sears, who in Columbia's *The Story of Esther Costello* acts the part of an orphan who is deaf, dumb, blind and utterly adorable. Her finest moments

come when her face lights up with dawning comprehension as Joan Crawford (right), playing her foster mother, uses modern teaching techniques to reach bit by bit into the orphan's mind and bring her across the void to the world.



*You can't just wash away dandruff...*



# Theradan medicates away dandruff and scalp itch *...with just 3 applications\**

Not a shampoo that you wash right off,  
Bristol-Myers' new Theradan stays on long enough  
to remove the dead cells that cause  
dandruff and related itchy scalp.

Theradan is a medicine for dandruff.

It's not a shampoo that you wash right off.

It's not a weak "tonic" that you merely sprinkle on.

It's a new preparation that gets down where dandruff starts . . . and stays on long enough to remove the dead cells that cause dandruff . . . a half hour, an hour or overnight, if that's needed and convenient.

With just 3 applications, Theradan clears up even the worst dandruff and the itchy scalp that goes with it! Easily! Quickly!

#### Why Theradan is different

Ordinary preparations only remove *loose* dandruff.

They can't penetrate the layer of dead cells that stick to the scalp and keep forming new dandruff flakes.

Theradan can. Theradan contains the exclusive



penetrating ingredient, Sathionate. It acts *under* the surface, not just on top.

Gently, it removes the crust that keeps forming new dandruff. Thus, it leaves your hair and scalp really clean—free from dandruff scales, free from itching.

#### Effective 1 to 3 months

In 20 months of testing by skin specialists, Theradan was completely effective in dandruff cases so severe that even doctors' strong prescription remedies didn't give adequate relief.

With Theradan, none of these men and women tested had dandruff again for 1 month to 3 months! Theradan is made by the makers of Bufferin®. Try it today.

When Theradan has cleared up your dandruff and itchy scalp, use it *regularly*, as many people do, to prevent dandruff from starting again.

Your neighborhood store has new Theradan now.

**NOTE TO PHYSICIANS:** The statements in this advertisement are supported by clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-1173, 630 Fifth Ave., New York 20, N. Y.



With exclusive penetrating ingredient, **SARTHIONATE®**

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

# Theradan<sup>™</sup> proved completely effective even in severest dandruff cases



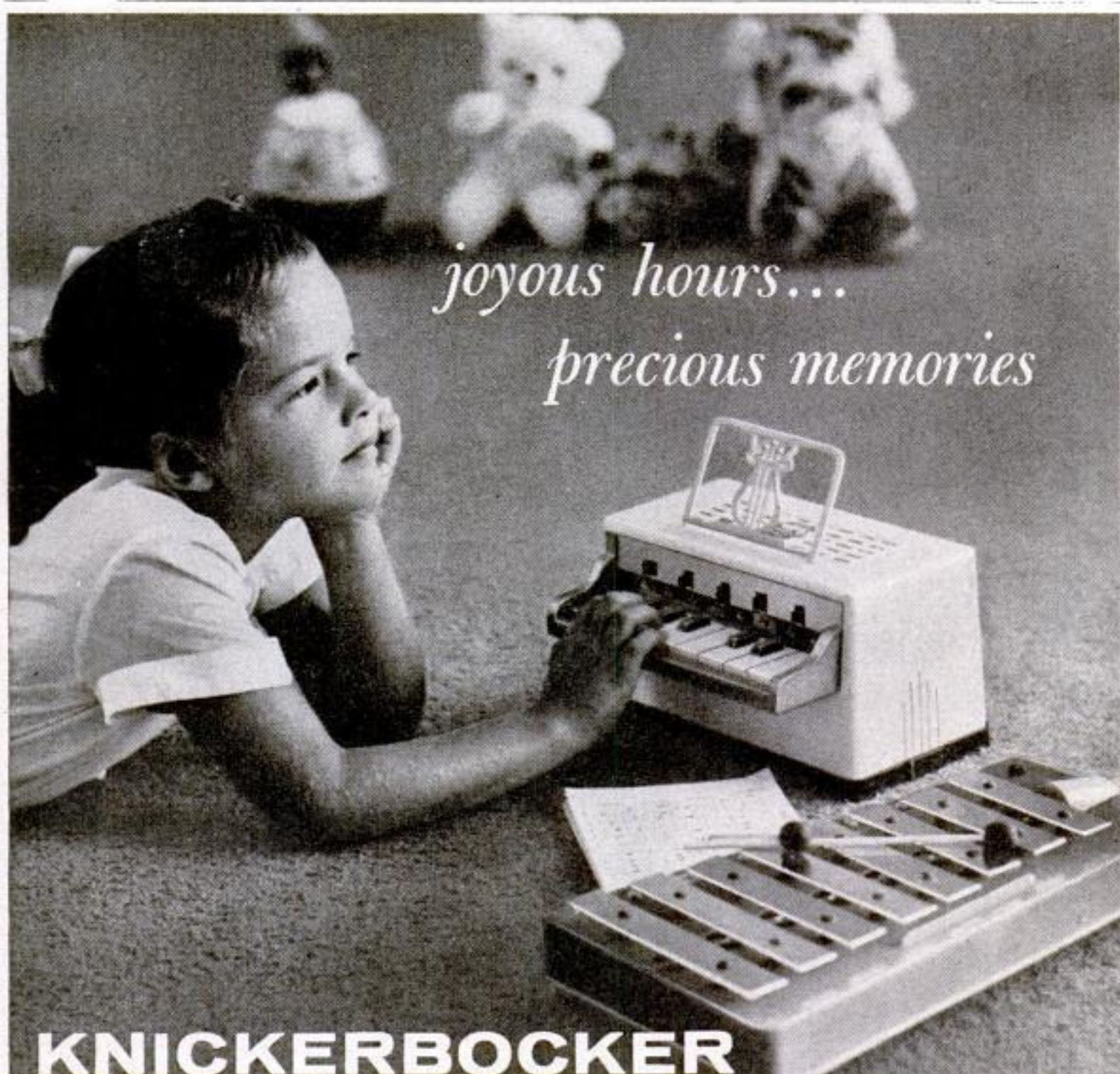
AMERICA'S LARGEST SELLING PREMIUM WINES



THE GREAT WINES OF  
**The Christian Brothers**  
 of California

PORT • SHERRY • BURGUNDY • ROSÉ • SAUTERNE • VERMOUTH • CHAMPAGNE

Fromm and Sichel, Inc., sole distributors, New York, N. Y., Chicago, Ill., San Francisco, Calif.



**KNICKERBOCKER**  
**TOY ELECTRIC VIBRAPHONE and**  
**ELECTRONIC BELL ORGAN, Battery Operated**

What a magical world... playing tones as pure as a fine instrument... finding the right notes—shown by note, by number, by color, by letter. Sturdy, long-lasting, flashlight-battery operated, the Knickerbocker Electronic Bell Organ and Electric Vibraphone are toys that bring lasting happiness to the entire family. Bring this joy to your home—today. See them—play them—wherever toys are sold.

**KNICKERBOCKER TOYS**

11501 Hart Street, North Hollywood • 1107 Broadway, New York City

**FINE ACTING** CONTINUED



**A VIRILE ROLE PLAYED WITH FORCE**

In *Paths of Glory*, a United Artists release, Kirk Douglas plays with angry, aggressive, muscular power the role of a French infantry colonel on the front in World War I. Here he stares aghast at a trench filled with his dead troops whom he later must defend against a general's accusation of cowardice.



**TWO FRAGILE ROLES IN EARTHY FILM**

With a shy tenderness and delicacy, Russ Tamblyn, as a frightened boy, and Diane Varsi, as a tremblingly eager girl, enact on a hillside a pair of uncertain teen-agers making their first acquaintance with love in 20th Century-Fox's version of Grace Metalious' best-seller, *Peyton Place* (LIFE, Aug. 26).



*Here's wishing you the best...*

# Strawberry Macaroon

*Sealtest*  
TRADE MARK  
**ICE CREAM**



Here's a new ice cream flavor for extra-good holiday eating—an exciting taste surprise of red, ripe strawberries, touched with the magic of macaroon. The whole family will love this bright new holiday treat. Try some!

MORE PEOPLE ENJOY  
*Sealtest* THAN ANY OTHER  
ICE CREAM

Sealtest is a trade mark of National Dairy Products Corporation and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

Copyrighted material





## The Ford spoke French—and the French spoke Ford!

Style is a language everyone understands. Just as the great Paris designers were unveiling the fashions the whole world will wear, the famous Round-the-World '58 Ford rolled into Paris.

The result? A victorious parade for style in steel! The dramatic new styling of the new Ford, metal sculptured into the

rich beauty that other cars may have later, captured the most critically style-conscious audience of all.

The new Safety-Twin headlights, the superb Honeycombed grille, the advanced rear look with new taillights and Sculptured rear deck, new Power-Flow hood and Slipstream roof are all part of the

newest look in automotive high style.

In the new Ford Interceptor V-8 engines with Precision Fuel Induction you'll get up to 300 h.p. Teamed with Cruise-O-Matic Drive, the newest, most versatile of all automatic drives, you get up to 15% better gas mileage. You can get a luxurious *true air ride* automatically leveled



Nothing newer  
in the  
world of style



CLOAK BY JACQUES HEIM, AUTOMOTIVE STYLE BY FORD. PHOTOGRAPHED ON THE CHAMPS DE MARS, PARIS

*Proved and approved around the world*

by the new Ford-Aire Suspension. You'll get new Magic-Circle Steering, feather-light.

All these quality features and more can be yours in the new 58 Ford. And yet it is still priced at the *low, low* Ford price—with every ounce of globe-girdling glamor, power and performance included.

58  RD

*The first car ever to use the whole world as a test track*





*Quality at your feet*



the pedwin  
**fury**

new low-slung styling  
with wrap-around  
storm welt

It's the rakish U-wing line that  
sweeps low and straight back.  
Maple Grain—Black and Vin-  
tage Brown Smooth, Dark  
Gray and Tobacco Shag.

Pedwin Division, Brown  
Shoe Company, St. Louis.

Shoe illustrated

**10<sup>95</sup>** Denver West **11<sup>95</sup>**

Other styles 8.95 to 10.95  
Denver West, 9.95 to 11.95

Car drawing by Count Alexis deSaknoffsky  
—for a free color print suitable for framing, with-  
out advertisement, see your nearest Pedwin dealer.

young ideas in shoes  
**pedwin**®





ALONG GARBAGE CAN ROW IN GERMAN SCREENING CAMP, SMALL REFUGEE PLAYS WITH A FRIEND, STANDING IN SHADOW WITH MAKE-BELIEVE STETHOSCOPE

# STALLED—AND UNWANTED

One year after, 50,000 Hungarians are still stalled on way to freedom

As any 3-year-old would know, garbage cans are sometimes fascinating, but they have drawbacks as playground props. They serve that way, however, for the two children above, trying out a bit of pretend at a refugee screening center in Germany. In these centers, among other fugitives from Communism, Hungarian freedom fighters and their families are still living a full year after Russian tanks smashed their bid for liberty.

Recently the International Rescue Committee sent a commission, led by U.S. Industrialist Harold Zellerbach, to make an accounting of the human aftermath of the Hungarian revolt. They found that more than 50,000 Hungarians are still rootless, mostly in Austria, Yugoslavia,

Switzerland, Italy, France and Germany, along with another 170,000 not-yet-resettled refugees from Communism. Physically, they found havens ranging from an excellent one in Switzerland to a wretched one in Germany. But in terms of humanity, as documented in these photographs by Lisa Larsen, they found a prevailing boredom and a bitter feeling that the West, with its implied promise of freedom, had failed.

This increasingly hopeless limbo, the commission concluded, is the West's collective responsibility. The U.S., as the champion of freedom, should move to relax immigration requirements which, statistically, have made it one of the least generous of all to refugees from Communism.



## TWO KINDS OF WAITING

Externally, the opposite poles of refugee treatment could be found behind barbed wire in Yugoslavia and on a scenic mountainside in Switzerland. Between were infinite gradations. In some Swiss havens Hungarians were studying another language, preparing for higher education, learning a trade or, where special skills were needed, being actively absorbed into the economy. In some Yugoslavian camps they were confined to the compound in idleness. In Germany as many as 100 people shared a single bathtub. Austria was finding it impossible to cope with the remaining 24,000 who had come there as the first stop on the road to refuge.

But the real problem everywhere went deeper than food and shelter. For the refugees the question was where and when—as individuals who had chosen the West—they would pick up their lives again in usefulness and pride. Some were growing bitter. "We hate the Russians," said a youth. "They always lied to us. Now we don't believe the West either."



**SETTING FOR APATHY**, Yugoslavia's Camp Ecka immobilizes 700 Hungarian refugees. Says one young inmate, "We live as in a prison, with guards outside."

**INTERLUDE FOR ROMANCE** enthralls Ludwig Zarkusi, 15, Ilona Pekshi, 17, → at a Swiss youth home. As minors, they need parental consent to emigrate.







**"He's taken more pictures in the last 2 hours than he has in 2 years."**

"With a Polaroid Land Camera it's fun, it's easy. A minute after you snap it, there's your finished picture. And what beautiful pictures you get with the new Polaroid Land film! With the new film these pictures don't fade, either. They last just like any other pictures. I only wish we'd had this camera last Christmas when the baby was first starting to crawl."



## A SHELTER IN AUSTRIA BUT LESS THAN A LIFE



**ONE OVERCROWDED ROOM** in Austria's Camp Kaiser-Ebersdorf near Vienna for 2,000 refugees houses four married couples and eight unmarried men and

women. Their quarters in a former military barracks are clean and warm, but the only privacy is achieved by stringing curtains of blankets across the room.



**LOOKING FOR SHOES**, one of 250 youths housed in a Vienna castle tries charity pair from Holland.



**CLOTHING FROM U.S.** is inspected in Vienna. → But with winter near, few warm clothes are left.



THE NEWEST SENSATION IN SOUND



A—4 speakers. AM-FM tuner. Mark III (SHF3) \$375.\* B—4-speaker console. Mark IV (SHF5) \$229.95.\* C—3-speaker console. Mark VI (SHF6) \$189.95.\* D—3-speaker portable. Mark XI (SHF9) in brown luggage-type case. \$129.95.

## New from RCA Victor! High Fidelity with the features experts demand—the convenience amateurs want—from \$129.95

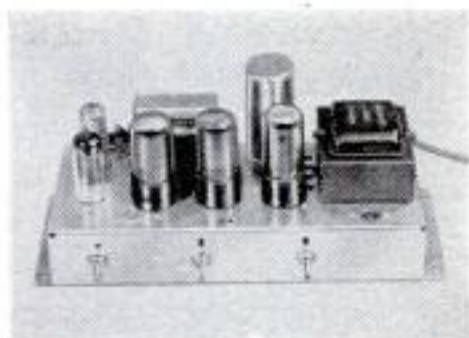
From top to bottom—inside and out—these Newest Sensations in Sound give you everything anyone could want in High Fidelity. For example, each "Victrola"® shown is equipped with a Stereo Switch. That means you can enjoy High Fidelity on records today — can add Stereo-

phonic Sound-on-tape now or in the future. You get other features the experts look for, too. The extra power of RCA Victor's Supercharged Chassis; fabulous 3- or 4-speaker Panoramic Sound; new 4-speed "Floating Action" Changer. All this in rich cabinets that are styled for sound!

There's no mess, no clutter, nothing to put together. These are *laboratory-balanced* systems — systems that are ready to plug in and play. Get an eyeful and an earful of the World's First Family of High Fidelity. See all the exciting new models at your RCA Victor dealer's today.



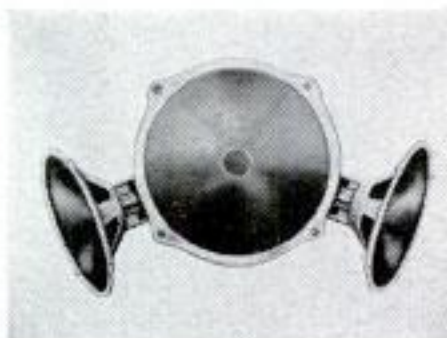
**STEREO SWITCH** lets you add a Recorder—"Victrola" Stereotape Player now or later. A flick of the finger brings you Stereophonic Sound.



**SUPERCHARGED CHASSIS** delivers more power than ever. Each chassis is laboratory-balanced with speakers for finest performance.



**FLOATING ACTION CHANGER** handles records swiftly, silently, gently. Lightweight tone arm prevents excessive wear on grooves.



**PANORAMIC SOUND** from 3 or 4 speakers in every model from \$129.95. You get true room-wide distribution of sound frequencies.



Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. Most models also available in Canada. For the finest in entertainment, always insist on RCA Victor New Orthophonic High Fidelity recordings. ®RCA trademark for record and tape players. \*Prices are for mahogany finishes only. Slightly higher in maple or light rift oak finishes. Clothes by Trigere.



**Make a man happy  
on Christmas Day  
See the dealer with  
this Thor display**



### Three tools in one

All Thor SpeedShop attachments are custom made for Thor's Model 20 SpeedDrill. Made for each other means better service and longer life. See the SpeedShop and the whole SpeedTool line at your dealer's with the Thor display. SpeedWay Manufacturing Company, division of Thor Power Tool Company, Prudential Plaza, Chicago 1, Illinois.



**THOR  
POWER TOOL CO.  
CHICAGO**

Sales and Service Branches in all  
Principal Cities

World's largest exclusive manufacturer  
of portable air and electric tools

#### 1 A DRILL

Thor's Model 20 super-powered  $\frac{1}{4}$ " SpeedDrill is rated at 2.5 amperes to deliver more power than you need for drilling. This means power to spare for all attachments. Seven drill bits are included.

#### 2 A JIG SAW

Put this jig saw on your Thor SpeedDrill and presto—makes straight, angular or fancy curved cuts. SpeedShop comes in handsome steel carrying case.

#### 3 A SANDER



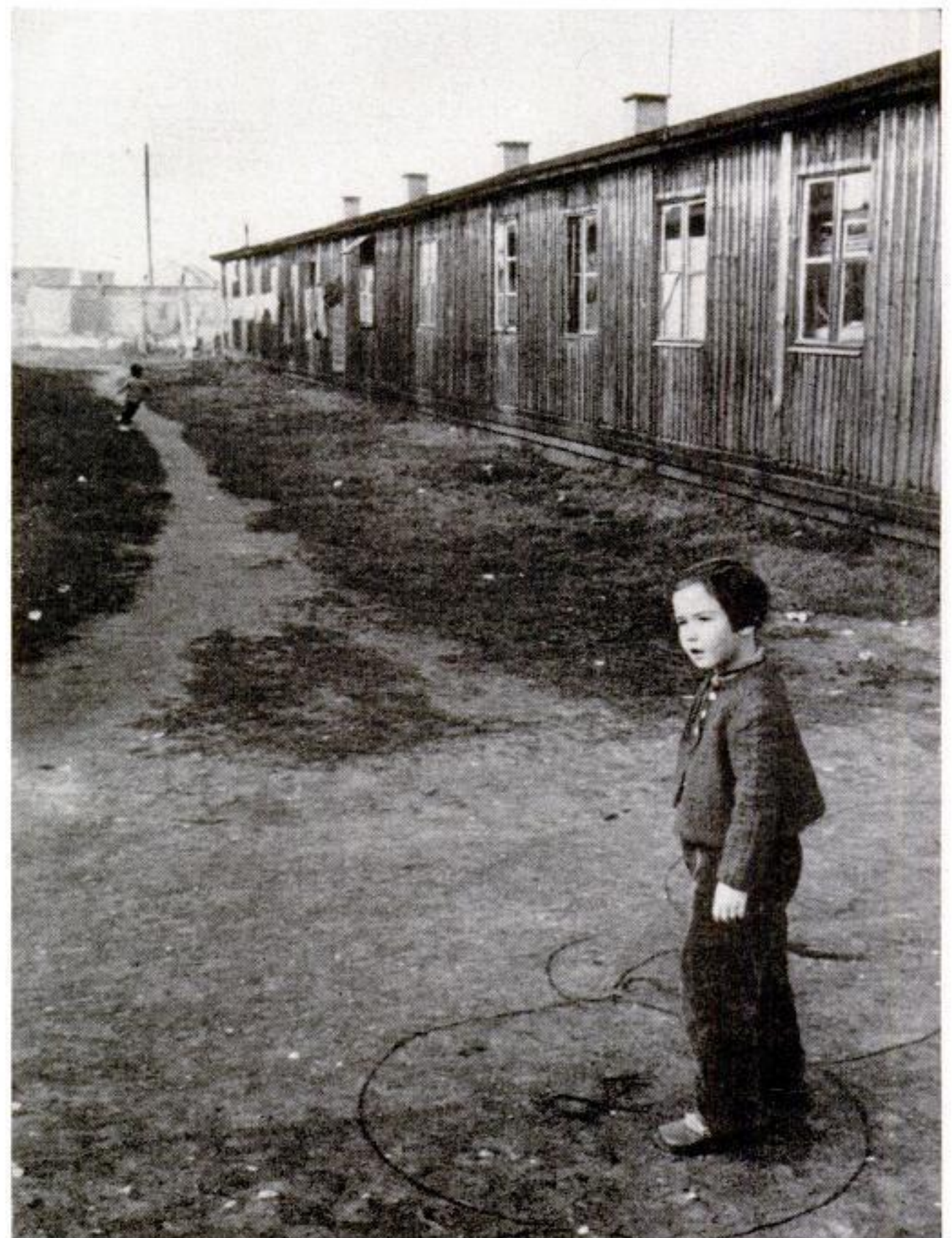
Even an amateur can apply professional finishes. Attach the sander to the Thor SpeedDrill and quick as a wink you can go to it. Four abrasive sheets included. A buffer, too—just slip the buffing bonnet over the sanding attachment.

STALLED—AND UNWANTED CONTINUED

## HOPELESS IN GERMANY



**THE HANDICAPPED**, including aged man (left) and youth who lost hand in revolt, are undesirable as immigrants, have little hope to leave German camp.



**THE VERY YOUNG**, like this Hungarian child at Camp Valka in Germany, sometimes cannot be shifted because of illness or disability of one parent.



**C**hristmas night. The hubbub over. Time at last  
to lean back, close your eyes....drift on gentle waves of music,  
in a world that's all your own. Sheer contentment, this—  
yours in increasing measure through the years.  
For this Christmas brings the gift of endless satisfactions...



## THE GIFT OF A CONN HOME ORGAN



PICTURED IS THE BEAUTIFUL CONN RHAPSODY, DESIGNED BY RAYMOND LOEWY.

Just think!  
You'll be playing tunes  
before  
Christmas day is over

One of your biggest thrills in owning a CONN comes right at the very start. You'll find to your delight you can play simple melodies and chords—even if you've never touched the keys before.

The first day, and already your satisfactions have begun.

Then how they multiply as the days go on! In no time, it seems, you're trying new effects—a light-hearted run, a full-throated crescendo—marveling at the tones you bring forth.

How often, now, you'll pride yourself that you chose a *real* organ. Not a toy, not a makeshift, but this superb instrument, kin to the mighty pipe organ. How often you'll reflect, too, on the dollar-wisdom . . . the timeless rewards as measured against the price.

What price? Actually, you can buy a fine CONN Home Organ for as little as \$995 . . . choose from a full range of models and finishes. And of course your dealer will be pleased to set terms to your convenience.

See him soon. Make this the Christmas for the most satisfying gift of all—the gift of a CONN Home Organ.

..... **CONN**  
organs  
Elkhart, Indiana  
Dept. L-11

I'd like to know more about organs. Please send me your illustrated booklet "How to Choose the Organ for Your Home."

Name .....

Address .....

City ..... Zone ..... State .....

.....

## CONN ORGAN

*magnificent in music*

PRODUCT OF AN 82-YEAR TRADITION





# It's a most unusual

It's so light and delightfully pale...

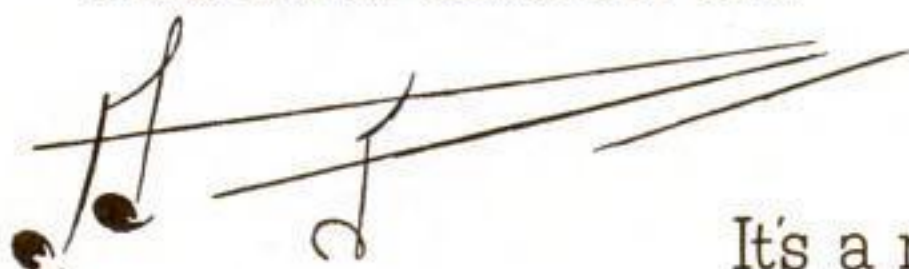
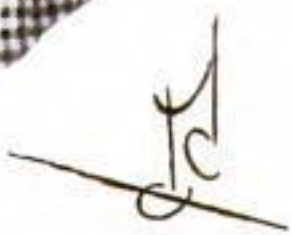
It's Red Cap I sing for  
It's Red Cap you'll ring for

This most unusual ale.

Every sip is sheer delight

It's so hearty and yet it's so light

It's a most unusual, most unusual, most unusual ale







ale



CARLING



# Red Cap

THE BEST BREWS IN THE WORLD COME FROM CARLING  
BREWERS OF: RED CAP ALE, BLACK LABEL BEER, STAG BEER



1866 · For 91 Years The World's Standard of Excellence · 1957

# Longines

THE WORLD'S *Most Honored* WATCH

*Ten World's Fair Grand Prizes · 28 Gold Medal Awards*

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

*Official Watch For Timing Championship Sports The World Over*

THE FIRST WATCH OF AVIATION, EXPLORATION AND SCIENCE



## A SELECTION OF *Longines Christmas Watches* FOR MEN

Illustrated are six superb Longines Christmas gift watches for men. Made to the exemplary standards of Longines, they offer the utmost in elegance, excellence, accuracy and long life. Of each one it can be said, "this is the world's most honored watch." The cases of 14K gold are hand-lapped to mirror perfection; the dials are applied 18K gold. Left to right: *Marlboro Automatic*—self-winding, sealed against water, shock-resistant, \$185; *Pres. Garfield*—ultra-thin, distinctive and un-

usual, \$150; *Nobel Automatic*—a magnificent self-winding timepiece, fully protected against all common hazards, \$195; *Diamond Arrow*—for formal elegance, a diamond arrowhead marks the passing hours, 13 diamonds in all, \$275; *Pres. Pierce*—in conservative taste, yet ultra-smart, \$150; *Pres. Harding*—impressive in its extreme simplicity, \$150. Other Longines watches for ladies and gentlemen from \$71.50, Federal tax incl. Your Longines-Wittnauer Jeweler will be honored to serve you.

*Listen to the Longines Hour—Sunday Afternoons—CBS Radio Network*

# Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER





MILLIONAIRE BANKER CHESTER DALE SURVEYS SALE AS WIFE CONSULTS CATALOGUE. A TOP COLLECTOR, HE DID NOT BID

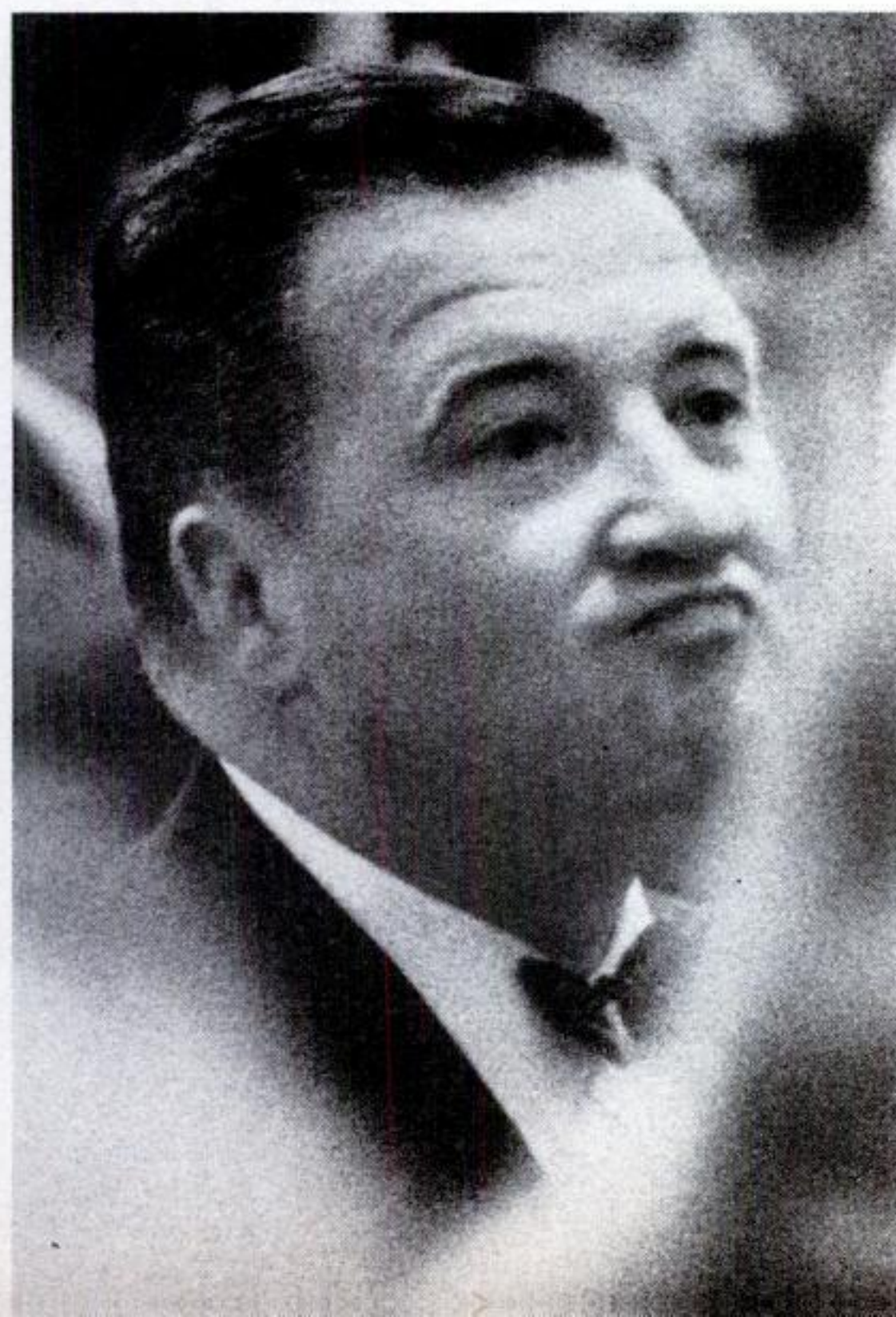
## Peak in Masterpiece Market

As mouths drooped and faces fell, art prices soared to an all-time high at a New York auction two weeks ago. The occasion was the sale of 65 pictures collected by the late Georges Lurey, a wealthy Frenchman who became a Manhattan investment banker. Attracted by Renoirs, Gauguins and other French art currently the rage among collectors, a mélange of millionaires, museum heads, dealers and laymen from all over the U.S. and Europe

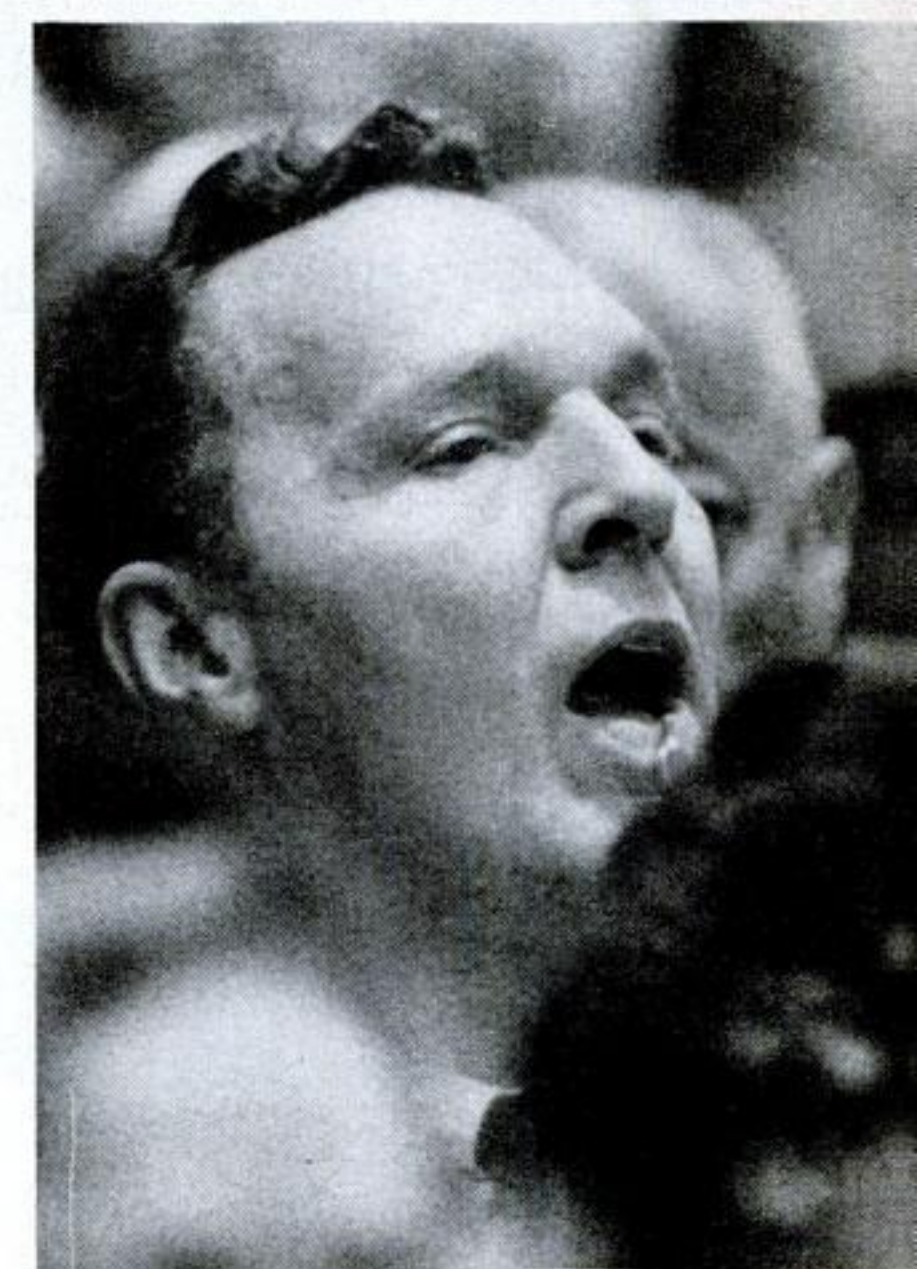
poured into Parke-Bernet galleries for the proceedings.

Big names were well represented—Ford, Rockefeller, the Goulandris shipping family. Starting off with a \$9,000 sale, bids quickly zoomed up to five and six figures. Two hours later, the Lurey collection had rung up \$1,708,500, the highest amount brought by any auction of paintings in history—beating the \$874,000 Biddle sale and the \$914,256 Weinberg sale last summer (LIFE, Aug. 19).

HENRY FORD II PURSES LIPS AS BIDS ON RENOIR ZOOM



ANNA COUROPOULOS OF GOULANDRIS FAMILY GRIMACES



**DISAPPOINTMENT** followed hope as Perry Rathbone, Boston Fine Arts Museum head, bid \$22,000 for Signac, then lost it to David Rockefeller who bid \$31,000.



He said: 残念ながら 去来  
しなれはなりません

(Translated) "So sorry must leave!"

He meant: 空気が悪いから 去  
なれはなりません

(Translated) "Must go quick. Air here terrible!"



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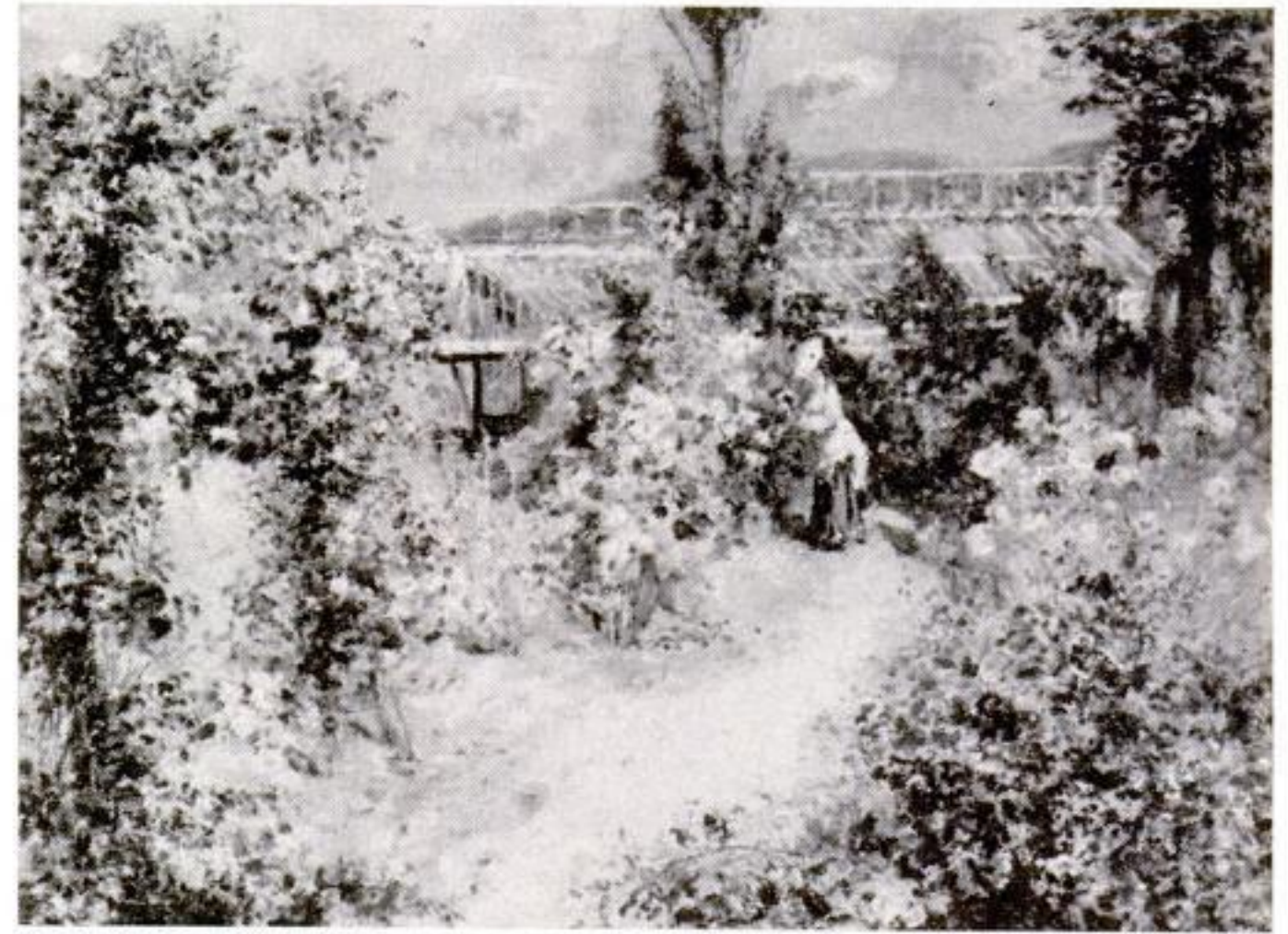
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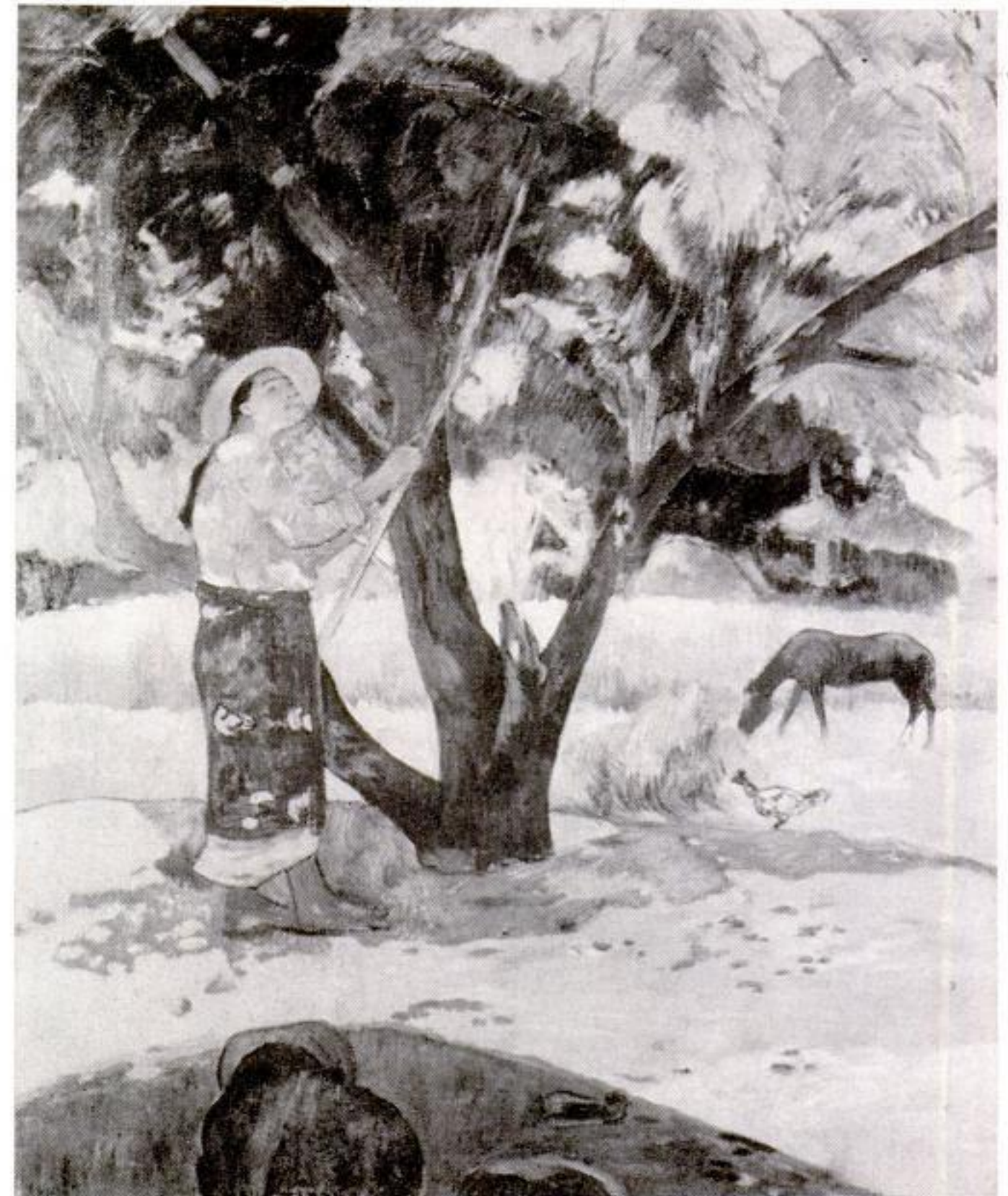
AT  
CANDY  
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EVERY-  
WHERE



HIGHEST PRICED PAINTING in sale was Renoir's *Greenhouse* which brought \$200,000. Though bid was made by dealer, the buyer was Henry Ford.



BEAMING AUCTIONEER Louis Marion records in catalogue the \$23,000 which Leggatt Bros. of London bid for 1892 seascape by Frenchman, Boudin.

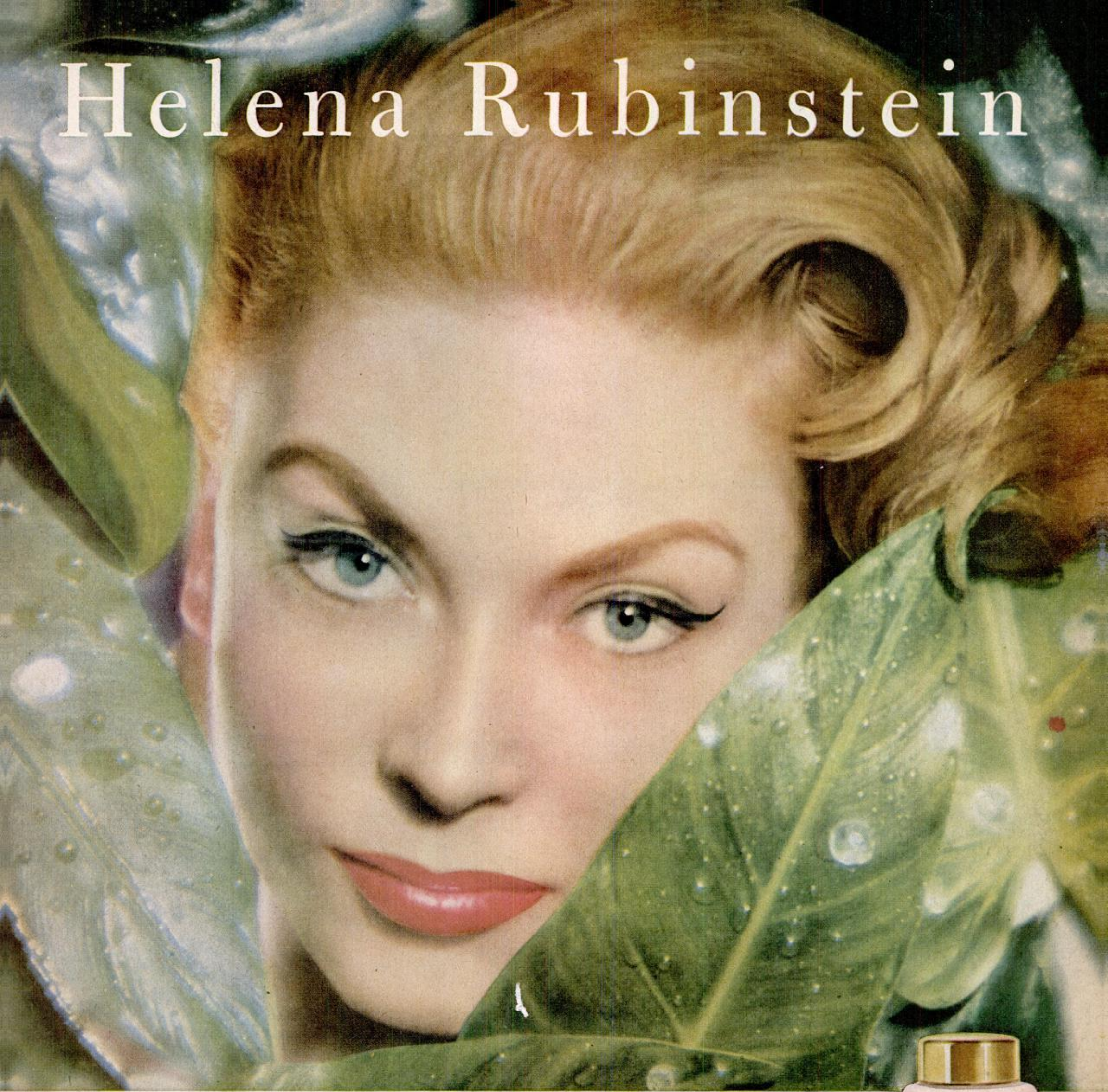


\$180,000 GAUGUIN, *Lemon Harvest*, got next highest price. It went to Alex Goulondris whose cousin Basil paid \$297,000 for a Gauguin last June.

CONTINUED



# Helena Rubinstein



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**DEFEATED BIDDER**, Mrs. H. H. Jonas of New York, went to \$175,000 on Gauguin. Ex-wife of David (cigar store) Schulte, she owns fine French paintings but was overlooked by auction officials and had to sit outside main room.



**UNSEATED DIRECTOR**, James Rorimer of New York's Metropolitan Museum, came too late to get a chair, had to sit in aisle. A nonbidder, he came to see what "Met's friends"—and (he hopes) future donors—bought.

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# THE LIGHTER SIDES OF

**IN A WHITE-OUT**, a milky overcast which makes all objects appear to be floating in air and removes all sense of distance, an expedition member makes his way uncertainly across the antarctic landscape.

## Correspondent trying to reach the pole finds some delightful heroes,

**L**AST year at this time an air of great expectancy hung over Antarctica. Platoons of distinguished International Geophysical Year scientists were arriving each week, the U.S. Navy was proudly showing off its big new base at McMurdo Sound, and only three weeks previously the first actual landing had been made at the South Pole itself. When I got there in December, enthusiasm was still high.

Today some of the bloom seems to have worn off and the serious IGY work down there, perhaps overshadowed by Sputnik, has been getting far too little attention. This is especially deplorable because most of the scientists and Navy people are making valuable contributions to our knowledge of the antarctic. When I got to know them, moreover, they turned out to be among the most delightful characters I had ever met.

Take, for instance, the magnificent medieval crusader who one day stepped ashore from the U.S.S. *Glacier* onto the antarctic ice. "Richard the Lionhearted," muttered an IGY scientist as the new arrival, with the red Cross of St. George on his back, paced up and down. Noticing our presence, the Templar came over to introduce himself. The man beneath the medieval raiment was no warrior. He was a doctor, Captain Earland E. Hedblom of the U.S. Navy Medical Corps, senior medical officer of Operation Deep Freeze and therefore our chief physician on the polar continent. He was, and still is, responsible for the health of the many hundreds of Americans, military, scientific and journalistic, connected with Antarctica. Hedblom pointed to his costume.

"Made it all myself!" he roared genially. "Every stitch of it. And



# LIFE IN THE ANTARCTIC



some bad management—but never sees his goal

by R. B. ROBERTSON

there's not a better suit of cold-weather gear anywhere in the world." We asked him about the standard naval cold-weather clothing which we were wearing. "It's not bad, not bad at all," he allowed, "but men who are going to develop the Antarctic Continent will need something better, and I think I've incorporated all the best ideas from all over the world into my experimental outfit." He explained these ideas to us, and each idea separately seemed sound and incontrovertible. The Vikings, sailing over thousands of miles of icy seas in open boats, had discovered that an open-meshed fishing net wrapped around them was much warmer than a more solid undergarment, for the air spaces in the net kept them encapsuled in a layer of warm nonconductive air. So Captain Hedblom wore a layer of waffle-weave material under his tunic.

An early antarctic explorer, said Hedblom, had recorded the aphorism: "On the polar trail, to drop and lose a glove means to lose your life." Captain Hedblom's gloves were secured to his parka by unbreakable straps. But even if he were to lose his gloves, or lend them to a careless and frostbitten friend, his parka itself, unlike the regular naval design, was so constructed that he could, without removing it, withdraw his arms inside it and huddle up in his own private and amply capacious tent. As for the spectacular markings on his dress, they proved their efficacy completely, for we soon found that on a clear antarctic day we could tell from four miles away not only that a human figure was moving on the ice, but that that figure was our senior medical officer.

When we got to know this picturesque character better, we found that

CONTINUED



his knowledge of other matters pertaining to the polar regions was as deep and well organized as his sartorial lore. Although Antarctica is the healthiest continent on the globe as regards bacteria and viruses, it does have some most unusual medical problems. When the number of men and the various specialties they should practice was being decided for all the remote IGY antarctic stations which were to be manned through the long antarctic winter, it was Captain Hedblom who had to think ahead and say, "Hold on a moment. Before you decide on an expert on the aurora australis or a Seabee cook for the South Pole, what are their blood groups? Suppose we need blood transfusions. We've got to have two men in group O RH negative on every station."

The last time I saw King Richard he was sitting cross-legged in a tiny tent far out on the Ross ice shelf, over a hole in the ice with a ladder leading down into it. This was the last entrance to what remained of Admiral Byrd's Little America IV, unmanned since 1947, and further in the ice beneath that historic station was the even earlier post of 1940. The crusader, with one companion, was living there, carrying out a further bit of research, this time into the durability of rations that had been canned or frozen many years before. "Stay to supper," he invited me. "We're having a chicken that died more than 15 years ago and these asparagus tips—if we can get them to thaw. If I can get down the ladder again before suppertime, I may be able to find a couple of cans of beer which have been frozen solid since 1935." Regretfully, I had to decline the invitation.

Of the pure scientists in Antarctica my favorite was the gravity man, a gentleman from the University of Wisconsin who was making gravitational tests throughout the world for IGY. Even before arriving in the polar area, he had drawn attention to himself on board the *U.S.S. Glacier* by coming into the wardroom one day singing a cheerful song to the silent amazement and horror of all present. Relations between the scientists and the military were somewhat strained at that time, neither side being quite willing to acknowledge the necessity of the other's presence. The gravity man was now addressed by a senior naval officer.

"What are you going down to the antarctic for?" asked the Navy man.

"I'm going to make some pendulum observations concerned with gravity," answered the scientist.

"And how long is this going to take you when we get you there?" inquired the officer.

"About 15 minutes for my main observation," replied the gravity man truthfully.

"Good God!" exploded the sailor. "And we are feeding you and transporting you all that way to do 15 minutes' work? What do you hope to get out of this nonsense, anyway?"

"I may change what we know of the shape of the world."

### A simple explanation

SEVERAL weeks later at the McMurdo Sound base, a meteorologist, a Navy pilot, another scientist and I tried to get the gravity man to explain his work a little more thoroughly.

"It's very simple, really," he began, pulling a stump of pencil out of his pocket and reaching for an old piece of cardboard. "As you all know from your elementary physics,  $T \text{ equals } 2 \pi \text{ times the square root of } l \text{ over } g$ . But  $g$ —gravity, that is, of course—is not the same all over the world. But if we know  $T_w$  and  $T_m$  where  $w$  is Washington and  $m$  is McMurdo, then it's simple calculation to correlate your pendulum readings in Washington with those we hope to make in McMurdo—that is, as soon as I can wangle a bag of cement out of the Navy so that I can make a platform and set up my equipment. Then we can tie up  $g$  Washington with  $g$  McMurdo, and once we have a fix in Antarctica, we can establish a base reference point in one of the biggest blank spaces on the map of the world. That's all clear, isn't



THE "CRUSADER," Captain Earland Hedblom (left), chief Deep Freeze medical man, wears specially designed tunic. With him is Dr. John Findlay.

it?" Maybe the meteorologist had a clue to what he was talking about, but the rest of us, after the first nod to indicate that we had once been taught elementary physics, were left far behind.

"Now," said the gravity man, "here's the world." He sketched a rough little globe on the cardboard and began drawing both latitude and longitude lines on it. "I've already been round the Equator with my pendulum, and we've got most of the fixes we want around that way. We've done two surveys from north to south, one through the Western Hemisphere from the Arctic to Central America and the other starting around Oslo and going right down to Capetown. But we haven't tied Antarctica into the

present network of gravity stations yet. But if you can steal me a bag of cement from the Navy, I can do it in about 15 minutes."

"And then what?" we asked.

"And then maybe a lot of things," he promised. "The side results of our work will take years to work out, but maybe we'll be the first people to be able to tell you whether Antarctica is really a continent or a group of islands. And maybe we'll find out more about the interior of the earth."

"Meanwhile," the gravity man said—and he drew another and simpler diagram on his cardboard. It consisted of two vertical lines with four tiny semicircles protruding, two on each side. We gathered around closely to try to learn more about the science of gravity. "That's a bear climbing up a tree, seen from the other side. And this," he said as he turned the cardboard upside down, "is a bear climbing down."

As things turned out, the gravity man got his bag of cement after a fortnight of diplomatic negotiation. After another few days he was given permission to tear up about six square feet of flooring in an unused hut, pour some concrete and set up thereon his \$50,000 pendulum apparatus, of which there are only 8 or 10 in the world. His 15-minute reading completed and painstakingly checked, he dismantled his equipment. He gave his blessing and final instructions to a young man who went off to specified points in Antarctica, carrying peculiar metal objects shaped like large milk cans, to make subsidiary readings of the force of gravity where it had never been tested before. Then the gravity man went home. Antarctica was now "tied into" his worldwide gravitation system.

### The honeybucket boy

ONE day as I was walking down a side street at McMurdo, a pleasant-faced young man greeted me.

"Are you an explorer?"

I confessed that I could not lay claim to belonging to that glamorous profession, and asked him in return if he considered himself an explorer. His face fell.

"No, I'm just the honeybucket boy." He thereupon described his work, which was simply to care for McMurdo's lavatories. Since there is no drainage in Antarctica, and since one cannot dig septic tanks into thick ice, his job was a challenging one. I remarked that it was fully as important as being an explorer.

"I know that, and I'm not complaining about my job," he explained, "even though you can't call it real exploring. I have done a bit myself, though." He told me that whenever he had some spare time and could persuade a buddy to accompany him, he set off on foot into the hills at the back of the camp, up toward the lower slopes of the Mt. Erebus volcano.

"I don't think we've discovered any new places yet," he confessed, "but it's good experience if ever I get to do some real exploring. The other day I brought in some rock samples and showed them to one of the IGY scientist gentlemen. He said they were quite an interesting kind of rock and showed me a book telling me what else I should look for. So I'm going out again this afternoon. Would you like to come along?"

I was not that day filled with the

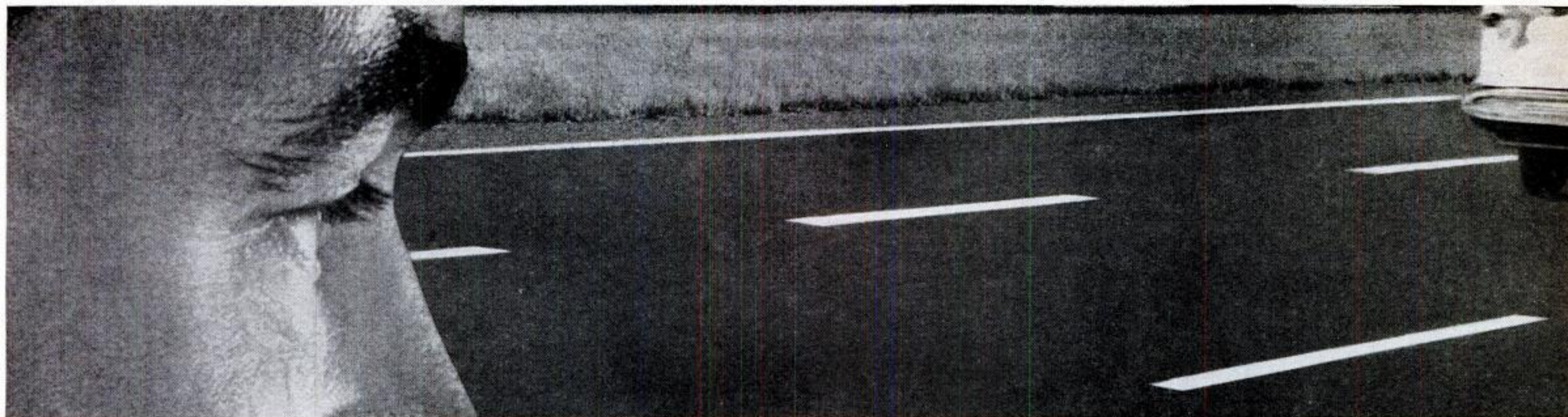
### THE AUTHOR

Dr. R. B. Robertson, 44, is a psychiatrist who won acclaim as a writer in 1954 with his book *Of Whales and Men*, describing a whaling expedition. A graduate of Scotland's St. Andrews University, he was in the British army in World War II. This year he published a second book, *Of Sheep and Men*, about Scottish shepherders. LIFE sent him to Antarctica to do this article.

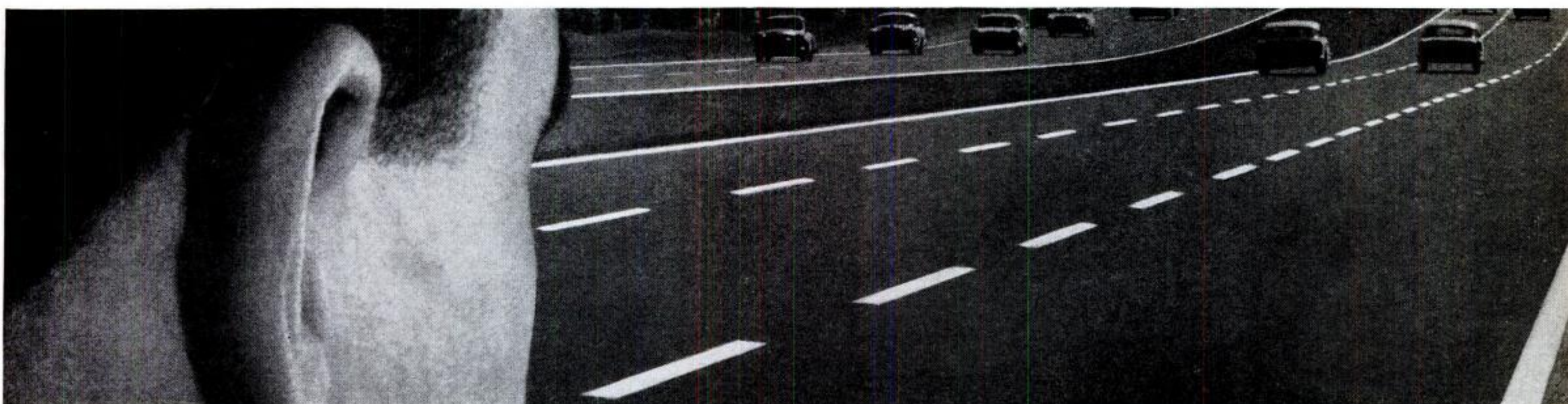


DR. ROBERTSON

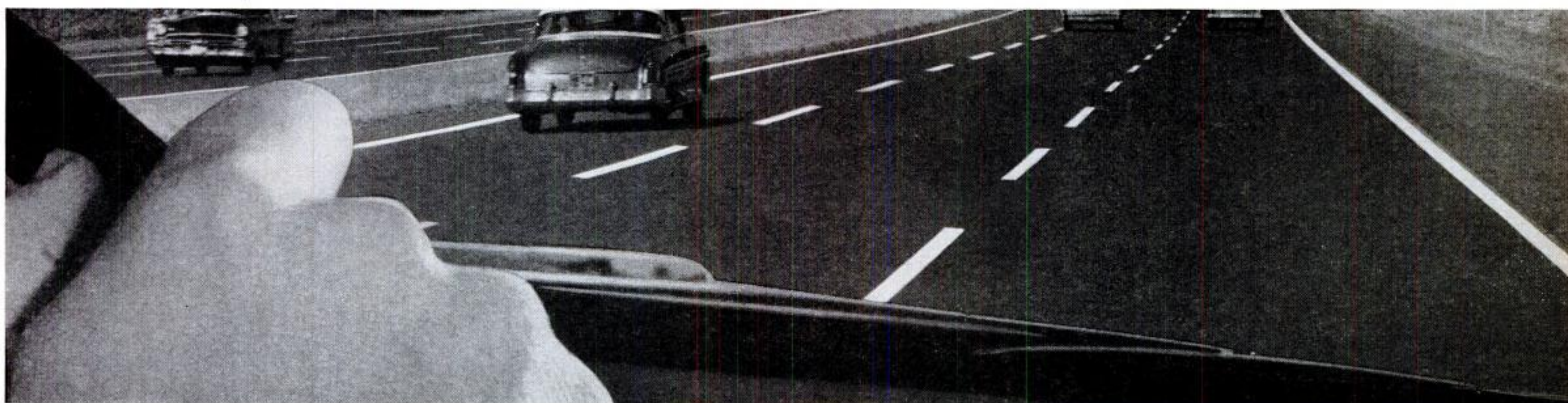




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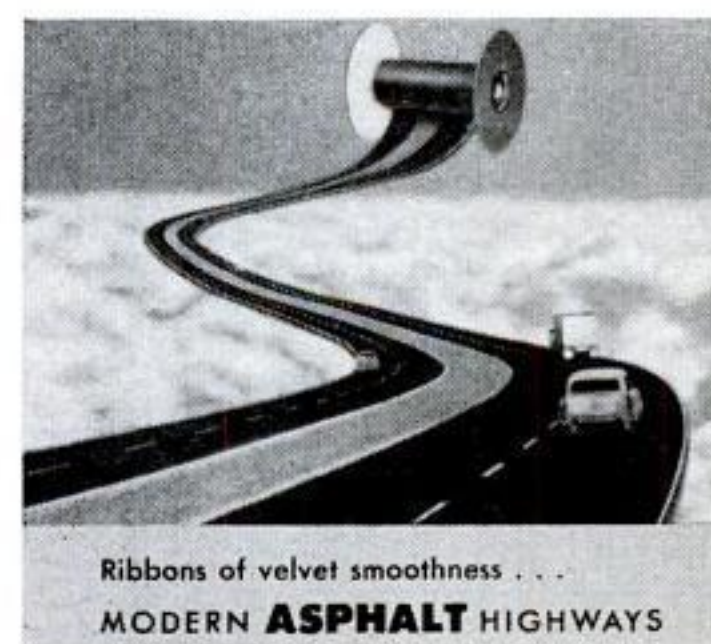
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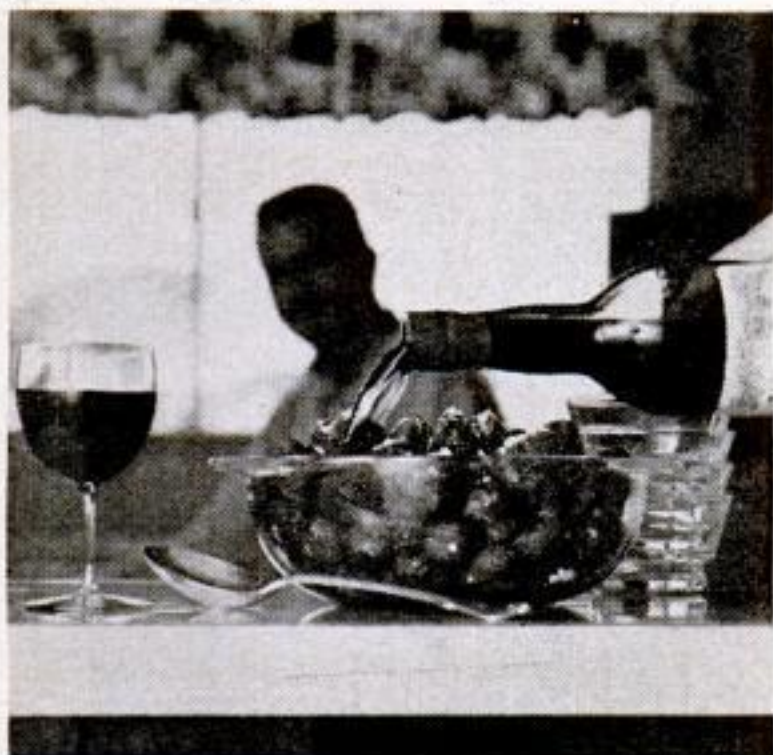
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THE "GRAVITY MAN," Professor John Rose of the University of Wisconsin, checks complicated apparatus on its cement base in a McMurdo hut.

## SOUTH POLE CONTINUED

exploring urge, so I excused myself from the invitation, a decision I have since regretted, for I did not encounter the honeybucket boy again in the bleak unsociable atmosphere of McMurdo, and I did not often encounter others like him. There were a few, men who were stationed at an isolated camp, who had the same spirit and had tried a bit of amateur exploration. They had one day set out on a hike of about 20 miles into the mountains fringing the Antarctic Continent and had, in fact, discovered that one of the glaciers marked on the map was several miles away from its recorded position. In huge excitement they had radioed the news back to McMurdo, only to receive from their commanding officer the rather dampening reply that they should "please in future confine their exploration to the immediate vicinity of the camp." Wise, no doubt, but rather discouraging.

What produced such a stultifying atmosphere? One answer, I became convinced, lay in the strangely unappetizing appearance and spirit of the McMurdo Base itself. McMurdo, which the authorities have tried in vain to make people call the "Williams Air Operating Facility," is the New York of Antarctica. The capital city, the Washington of the new continent, is 450 miles away at Little America V.

Press reports from McMurdo have frequently spoken with astonishment of the amenities provided today for those in the antarctic. The hot showers, the laundry, the general store selling every possible thing the antarctic residents might want, the good beds in warm insulated buildings—the reports were all true. The \$22 million had been well spent.


But what the brains in Washington could not foresee, and what the press failed to mention, was that more often than not, and almost always when bodies of men came in weary and filthy from outposts or from an unpleasant job, the showers and laundry were "secured," the Navy term for "closed down" during off hours. The store, with three times the help the average village general storekeeper has, and with half the business, managed to get itself organized sufficiently well to open for altogether two and a half hours during the one week when it was needed most, when all the men were dispersing to their isolated stations for the coming winter. And then its accounting system proved to be so complicated that one man who had stood in line for more than an hour was heard to remark: "Money has been widely used as a system of exchange for about 2,000 years now, but the Navy hasn't caught on even to the barter system yet."

And the less said about the dismal sleeping quarters the better. Built, equipped, heated and lighted with the best that American design and imagination could produce without thought of the cost, they had, by the time the men arrived who were to occupy them permanently, been reduced to a lamentable degree of squalor.

A wonderful excuse had been found for this failure. It was what some of us came to call the "gotta-be-tough" excuse. No one will deny that the Seabees who founded and built the stations the previous year had had a tough time. But no one has told the Seabee that the time for toughness can pass, and if the new immigrant to Antarctica

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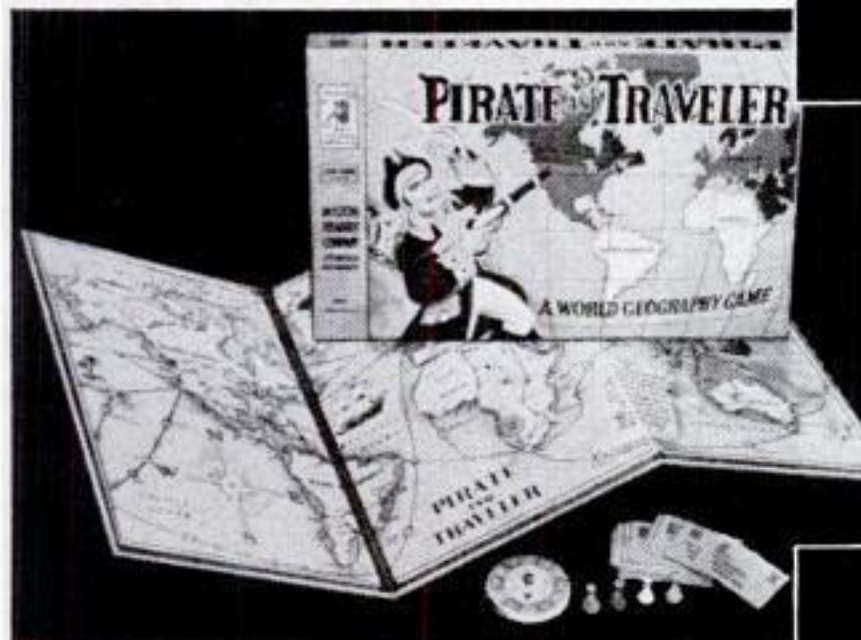
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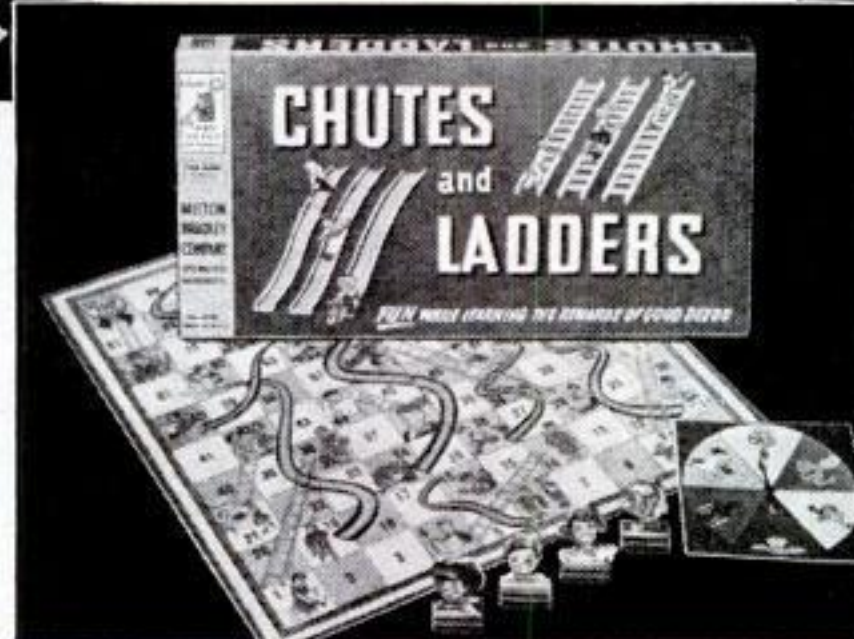
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wants to take advantage of the potentially lavish quarters the Seabee has built for him and use them properly, he should be allowed to do so without jeers at his being soft and without being reminded every time he registers a mild complaint that "he should have been here last year, when things were tough!"

Three exceptions I must make. The chapel, not appearing on the original McMurdo plans but hand-built by those who care for such things, was a place of peace and almost of beauty. The library, also under the care of the chaplain, was the best I have ever found in any isolated station, and I am critical of libraries. The third municipal amenity of McMurdo was the medical service, supervised by a young naval reserve medical officer. Most people did not know it existed, which should always be the case when a doctor is doing his job well.

Probably the worst and most constant strain the new antarctic city-dweller had to face, I found, was the absolute impossibility of being alone. The familiar saying about modern war—that it consists of long periods of boredom interspersed occasionally with brief periods of acute unpleasantness—can also be applied to modern antarctic exploration. And to the sensitive man, of whom there are many today in Antarctica, the long blank periods are even harder to bear. They would be made more tolerable if somewhere—anywhere—he could get away for a while from his companions. But in our antarctic cities there is no such place.

### Stratagems for privacy

DOZENS of stratagems were tried by men who just wanted to be alone for a while. In the bunkhouses many odd-looking partitions were erected in an attempt to shut out the sight and sound of men, and some of the inhabitants lived in little tents made of blankets slung around their beds. Some tried the dodge of reversing their way of living. They slept when other men were up so that they could work or just wander about the camp when other men slept. But soon there were dozens of others who had come up with the same idea, and the streets of the city became as well populated at midnight as they were at midday.

And even those who intentionally slept during the daytime discovered that in the antarctic summer months from December through February there was no night for them to walk into. Many a man who had never suffered from insomnia in his life found himself tossing about in his improvised bunk shelter, listening to the snores and grunts and night noises of 20 other men around him as long as he could. About 3 a.m. he would get up for a walk. Fumbling his way to the door of the pitch-dark hut, he would open it—and step out into broad daylight.

The New Zealand antarctic party, on the other hand, had a neat little city on McMurdo Sound which most Americans admit should serve as a model for future polar settlements. The New Zealanders had so designed their huts that, without loss of space, every man had a little private cubicle into which he could go and bolt the door. Sir Edmund Hillary, who climbed Mt. Everest and now leads New Zealand's IGY team, does not think he and his men have "gotta be tough" to the extent of living on top of each other like schoolboys.

At McMurdo, and still more at Little America, the numerous petty exasperations of antarctic city life almost caused one to lose sight of the momentous events that were taking place. At McMurdo men were struggling to get the 5,600-foot ice airstrip in a fit condition to receive the mighty Air Force planes again so that they might come in from New Zealand to complete the operation of supplying the outposts for the winter. At Little America they were striving to get tractor-trains through to Byrd Station over crevasse-torn territory where no man had ventured before. The polar city dwellers, though they were told they "gotta be tough" in their home life and were not always succeeding, were showing a remarkable amount of fiber when they went out on the job away from the cities.

One such city dweller was a young man whom I saw frequently around and about, usually alone, and with no badges or rank on his khaki shirt. He attended the movies, was usually in the chow line at mealtime and sometimes wandered into the press hut in the middle of the night to glance casually at the latest dispatches. The only time he made conversation with me was to ask one day what I thought the shipbuilding shares would be doing on the New York Stock Exchange at that moment, and since he might as well have asked me how many flying saucers I had seen lately, the conversation did not flourish.

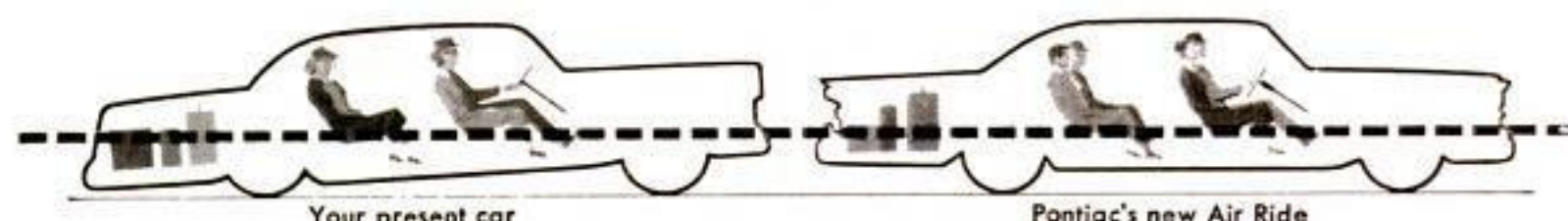
Then one day when I went into the "head," as the Navy had forced us to call that place, I found him there giving the communications officer a haircut. His equipment was neatly laid out and two other citizens, a meteorologist and a photographer, were waiting their turn to have their locks shorn. I knew now that the "unknown

CONTINUED

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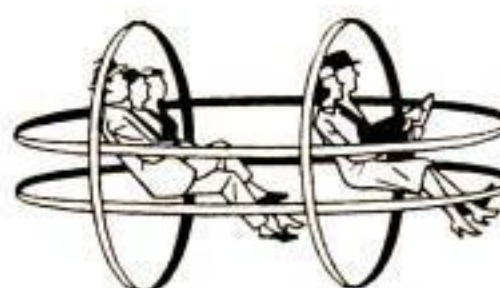
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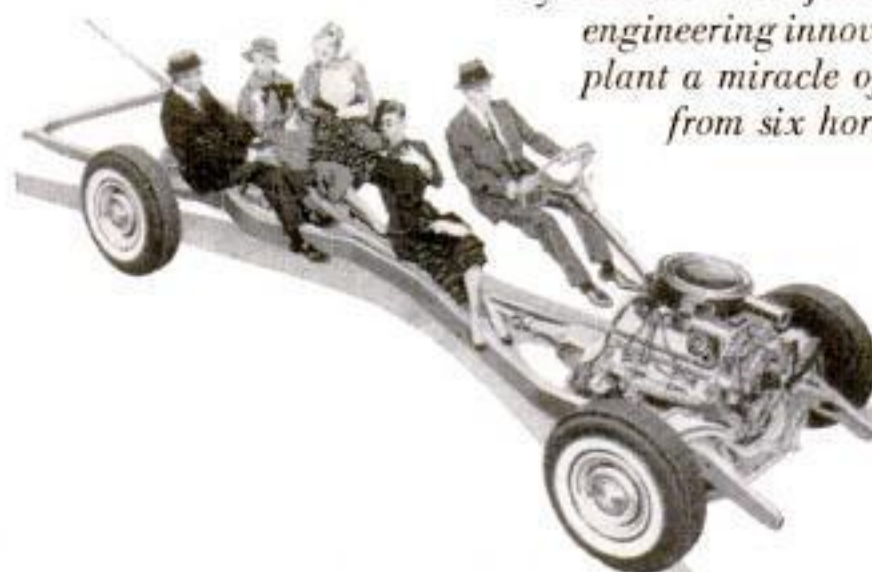
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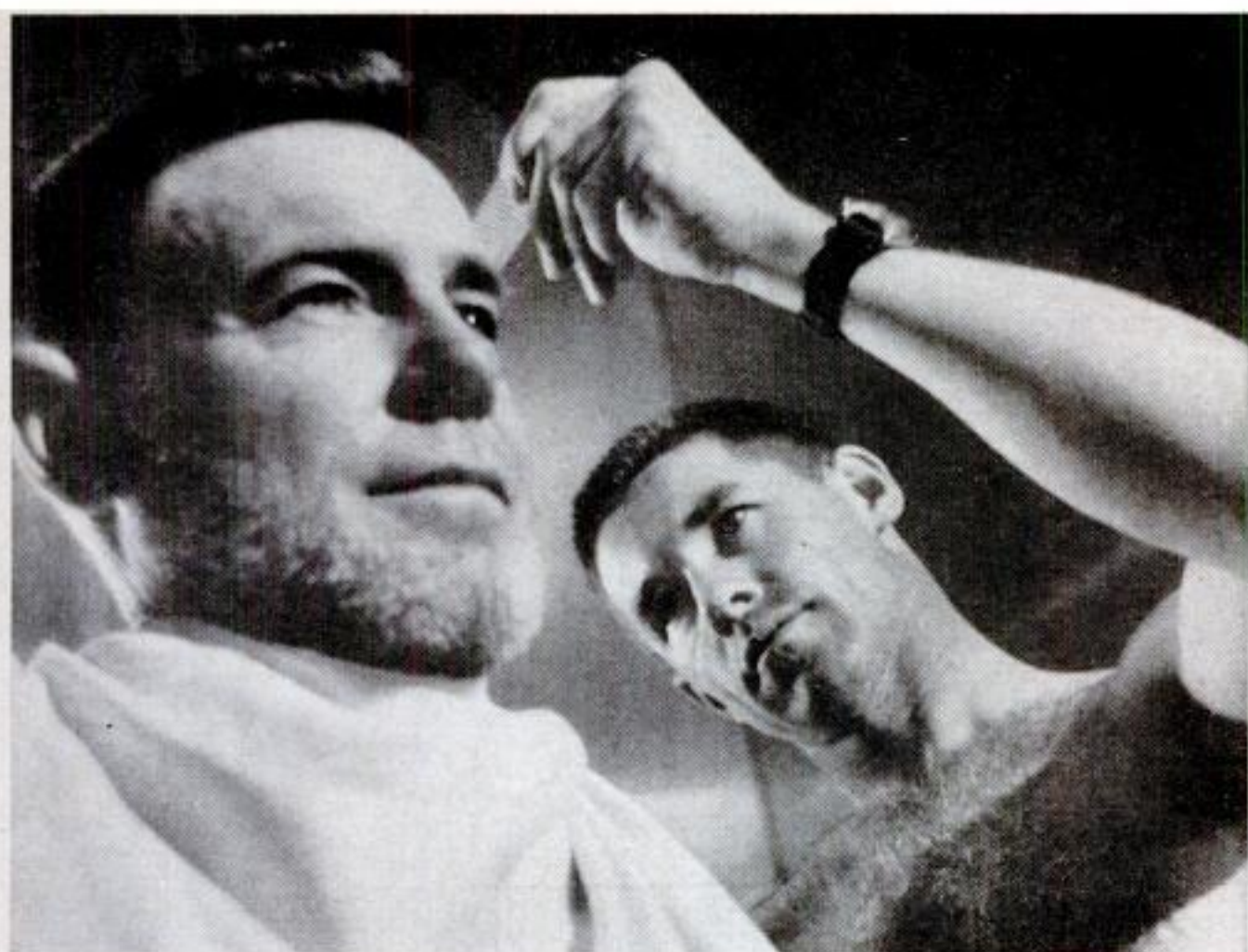
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**GUS THE BARBER**, whose other, more vital polar occupation was discovered later on by Robertson, trims a warrant officer's locks at McMurdo.

## SOUTH POLE CONTINUED

stranger" was no more than the camp barber, so I made an appointment with him to cut my hair in a day or two, and left.

Meanwhile I had made the acquaintance of a cheerful young character who was navigator of one of the Navy's aircraft, and one morning when the weather suddenly turned favorable I learned that in the afternoon he was going up to the Beardmore station, halfway house to the South Pole.

"Can I come with you?" I asked immediately, for at that time I saw no hope of actually getting to the South Pole. Now I saw an opportunity of at least getting halfway there.

"I don't know, but I'll ask the skipper," he promised me. "I expect it will be all right, so go grab your survival gear and rations, and meet us at 2 o'clock at the Weasel by Admin."

The aircraft was ready to depart when we arrived at the landing ground, and the pilot seemed itching to go. I scarcely had time to examine the craft, which was standing splay-footed on her huge skis with propellers whirring and her orange tail lifting, before the navigator handed me over to a genial young man with an Abe Lincoln beard who hustled me aboard and slammed the double doors at the rear of the aircraft. The navigator and the rest of the air crew had already got aboard through one of those mysterious forward entrances which we passengers never see. With many fewer bumps than I have been given by large commercial airliners leaving paved runways, our aircraft proceeded to skid along the ice for a remarkably short distance and lift into the air.

Once we were safely airborne the navigator came strolling into the cabin where I sat and asked me if I would like to come forward.

"You know the skipper, don't you?" shouted the navigator above the noise of the engines after guiding me in between the two helmeted figures of pilot and co-pilot.

The helmet on the left turned back a moment from the controls and I recognized the face of the camp barber. His name, I later learned, was Lieut. Commander Conrad S. ("Gus") Shinn, U.S.N.

### The barber makes some history

**T**HE plane on which I rode, though I did not know it at the time, may one day stand in the Smithsonian near Lindbergh's *Spirit of St. Louis*. It was the first aircraft ever to land at the South Pole. Byrd had flown over the pole in 1929 and had looked down on the featureless but unique spot around which the earth spins on its axis, and which only 10 men had seen before him. No man went there again until 1947 when Byrd paid a return visit, again by air. Others followed, but always without landing.

And then, in October 1956, this plane in which I sat had circled the pole and flown low while everybody aboard anxiously examined the rather hummocky surface. Then for the first time in 45 years that surface was disturbed by man when the quiet young fellow whom I had taken for the camp barber touched down on his skis, slammed along from hummock to hummock for a terrifying few moments, and came to a stop on the historic spot.

The name of the plane was *Que Será Será*, a phrase more in keeping with the age and condition of the plane than with the philosophy of the pilot. When one got to know him, Gus Shinn turned out to

CONTINUED



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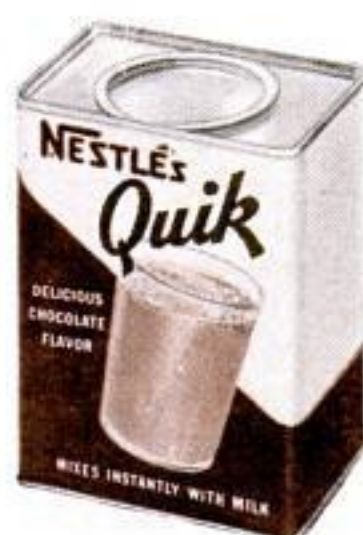


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**AUXILIARY FUEL TANK** in *Que Sera Sera* seemed a haphazard device but enabled the plane to make its 1,460-mile flights to the pole and back.

## SOUTH POLE CONTINUED

be as near a perfectionist as a man can be without being tiresome. He would not take a plane off the ground—nor the towels off the neck of one of his barbering victims—until he was absolutely satisfied that there was nothing he could do to improve the job. If something went wrong with the *Sera*, it was not going to be his fault.

But there was a lot of fault with the plane he was asked to fly back and forth to the South Pole. Just how old she was, and what her life story had been before she was taught to ski and sent off down to the South Pole, nobody was able to tell me. She had not even been designed originally for long-distance polar flying. A great cylinder like the boiler of a steam locomotive (this was her reserve fuel tank) filled most of the cabin where I sat. Undoubtedly I should have been more alarmed than I was when the locomotive boiler shifted slightly and strained against its lashings each time the aircraft pitched. But I now had that one thing that every ignorant passenger in an airplane needs—complete confidence in our pilot. So I sat back with serenity and looked out and down at the historic track we were following.

Heading in from McMurdo Sound toward the pole, we were following exactly the route that Captain Robert Falcon Scott and his companions had taken in 1912 as they hauled their sledge to the pole and—almost—back again. Nobody with a trace of the schoolboy left in him could look down on that dreadful white waste without wondering where was that tent, now covered forever under drifting snow, in which the greatest of the antarctic dramas had been played to its end. And that range of unexplored mountains on our right: if any man could look at it without wanting to go scraping around its valleys and having at least one crack at its peaks, he could stay in the mess hall at McMurdo where he belonged and listen to Elvis Presley on the phonograph.

My friend the navigator came aft again, climbed awkwardly past the locomotive boiler and sat down beside me. "You'd better fasten your belt," he said. "We'll be landing at Beardmore in a few minutes."

Beardmore turned out to be no more than a single insulated canvas hut, half buried in snow, and a pile of fuel drums and JATO cylinders. The "airstrip" consisted of two red flags stuck into the snow, and when the camp barber had skidded down expertly between them and pulled his plane up beside the hut, I nipped out to explore.

"Don't be long," the navigator called after me. "The commander doesn't want to hang around in case we freeze up."

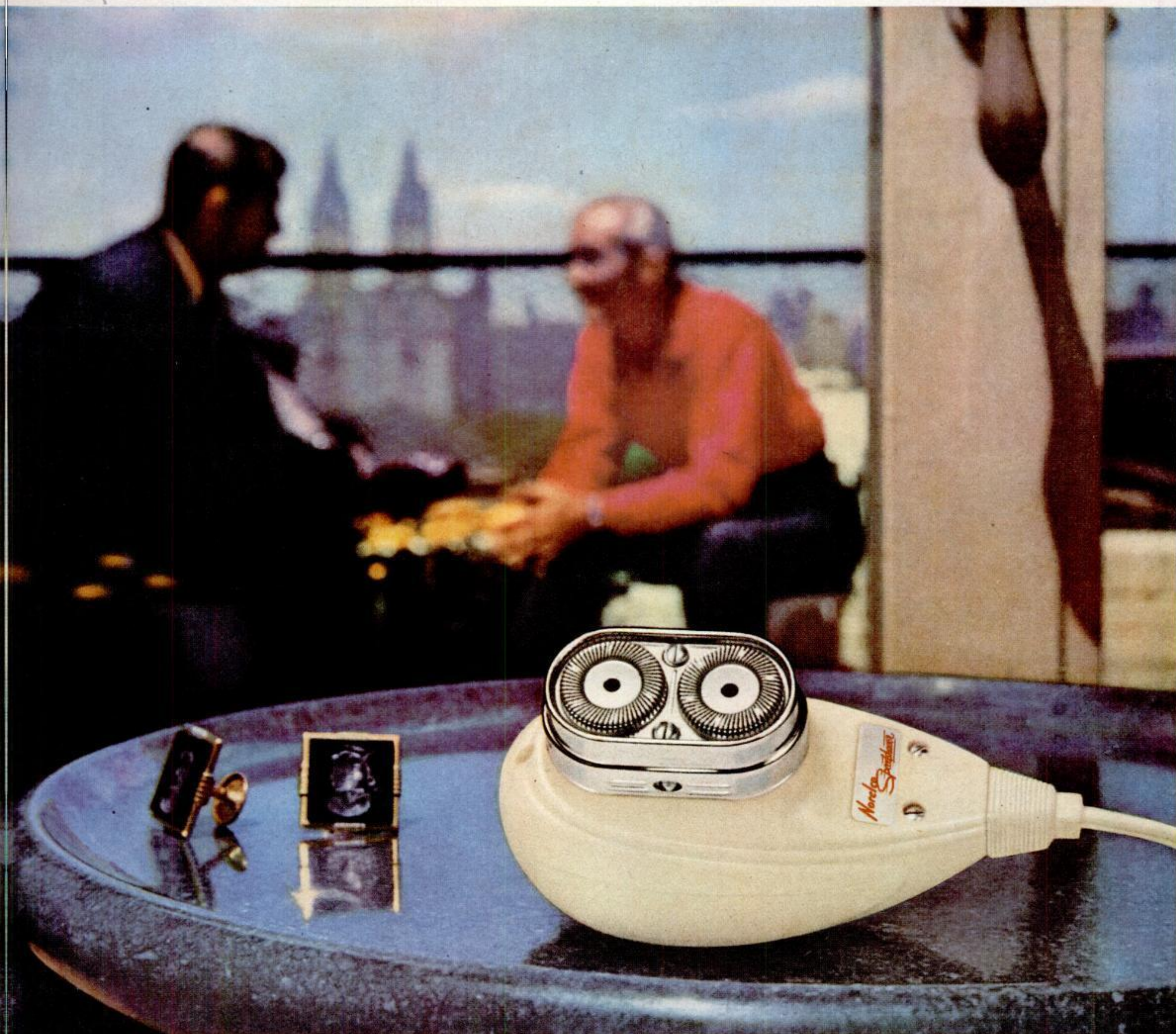
Inside the hut I found a table, a stove, four bunks and four bearded and rather smelly characters, who thrust the inevitable cup of coffee at me and, antarctic-fashion, did not even ask who I was.

These men had been stuck there for three months with only a very occasional visit from an aircraft refueling on its way to the pole. Of all men who have gone south on Operation Deep Freeze, these had the most isolated, thankless and soul-destroying job. They were the only men I saw who were really up against the antarctic, living under

**CONTINUED**



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## OUTH POLE CONTINUED

the primitive conditions the early explorers endured, and who really had "gotta be tough" if they were to get through.

"How do you get along together?" I asked one of them.

"Well, as you might expect," replied the smelly, bearded man, "we would either be ready to murder each other by now, or we'd stick together for always. But you can put it that we're buddies for life."

"How do you pass the time?" was my next obvious question.

"We have to radio a weather report to McMurdo every three hours," he told me, "so we have to stand fairly regular watches. Other than that, we spend a good deal of time inventing new ways of cooking the chow, and the first month we read every printed word in the hut. The second month somebody lost the four of spades from our last deck of cards, and since then we've been playing darts."

He pointed to the back of the wooden door of the hut. Stuck up there was what was left of a large and very naked pin-up bearing the marks of many thousands of darts.

I noticed that my mug of coffee kept sliding down toward the edge of the table, and on investigating this phenomenon I found that the whole hut had a heavy list to starboard. This was a progressive process, the bearded ones explained, for their entire home had been tilting farther and farther at the rate of about half a degree a week and had been sinking slowly. Like everything else on the antarctic ice "Beardmore" was slowly disappearing into a frozen grave, and within a year or so there will be no trace of it. But I like to think that in a few thousand years some mariner may come across a peculiar iceberg with oil drums and a couple of red flags sticking out near the bottom of it. On closer inspection he will be puzzled still more to find the picture of a handsome but badly mutilated young woman.

"Commander says he's leaving in exactly one minute," shouted the cheerful voice of the navigator through the doorway of the hut, "and if you're not aboard you'll be here for three months!"

Exactly one minute later I had my first hair-raising experience of tearing off the ice with a blast of JATO slamming the bucket seat against me, and a few hours later I was set down again at McMurdo as smoothly, courteously and casually as if I had just completed a round trip from Idlewild to Peoria.

### A chance to go to the pole

**M**Y principal assignment and ambition in coming to Antarctica, of course, had been to get to the South Pole. It soon developed that the Navy could not take me there. There were still five scientists to go in, and Rear Admiral George J. Dufek, the Deep Freeze commander, had wisely decreed that for every man who went in a *ton* of food would go, sufficient to feed him for a year, should anything go amiss. So the Navy had better things to do than fly tourists around.

But where the Navy stopped, the Air Force cargo planes took over, and so I applied for passage in the first Air Force plane going to the pole in 1957. This plane was not going to land at the pole—only suitably equipped craft like the barber's ski plane could do that—but it would circle the pole, stay over it for about 40 minutes and drop the desperately needed supplies (cigaretts were the first item) to the expedition's scientific chief, Dr. Paul Siple, and his lads below. But anyone aboard her (like myself) would be able to say that he had "been" to the South Pole, which seemed to be an important clause in many assignments other than my own.

We were an impressive bunch. Since IGY had arrived in Antarctica in strength, a rough kind of classification system had evolved. Everyone on arrival turned out to be either "the Greatest Authority in the World" on something or other, or "the Famous Expert" on something else, or that "Great Explorer" so-and-so. So some of us had started ranking them as Gaws, Fexos and Grexes. Aboard this plane we had one of each variety, a Gaw, a Fexo and a Grex. The Gaw, who was one of the originators of IGY and had attended the first informal discussions at the International Union of Geodesy and Geophysics (IUGG), was known in certain circles—though I hope he never gets to know it—as "the Gaw of Iugg."

We departed only two hours late, which was pretty prompt by most antarctic standards. In this type of aircraft the pole was only four hours away. The journey across the ice shelf was as dull to me as any featureless flight which one has made before.

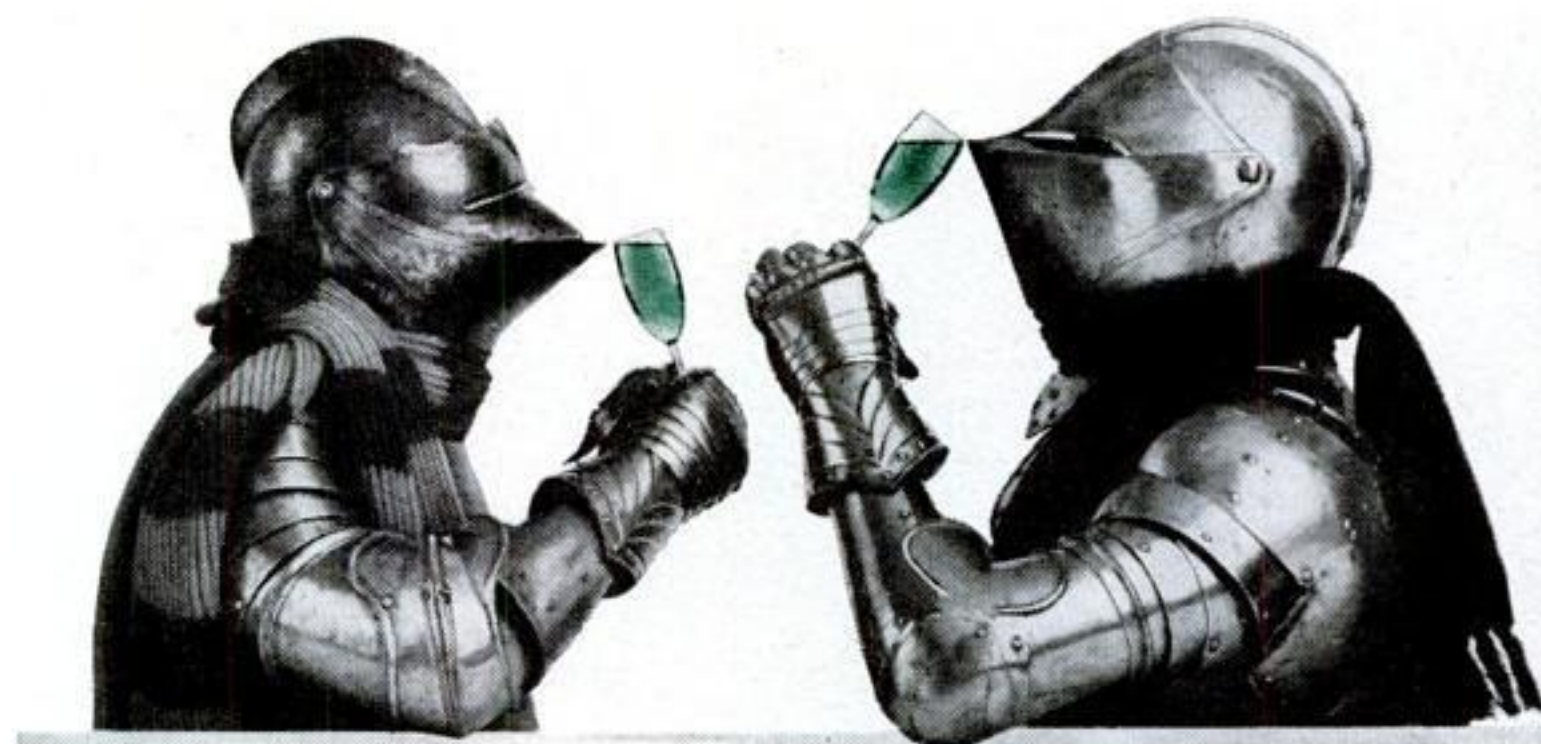
But then came the Beardmore glacier. The nose of the aircraft suddenly pointed upward and the voice of the pilot came over the intercom saying, "I am now going up to 13,000 feet to clear the mountains and get onto the polar plateau. You may feel the oxygen lack, so move about as little as possible and do not be alarmed if you feel some strange symptoms." Most of us, though we felt strange symptoms already, started dashing all over the plane from one window to another like excited schoolboys, and the Gaw of Iugg kept pushing the Grex and the Associated Press man away from the glass so that

CONTINUED

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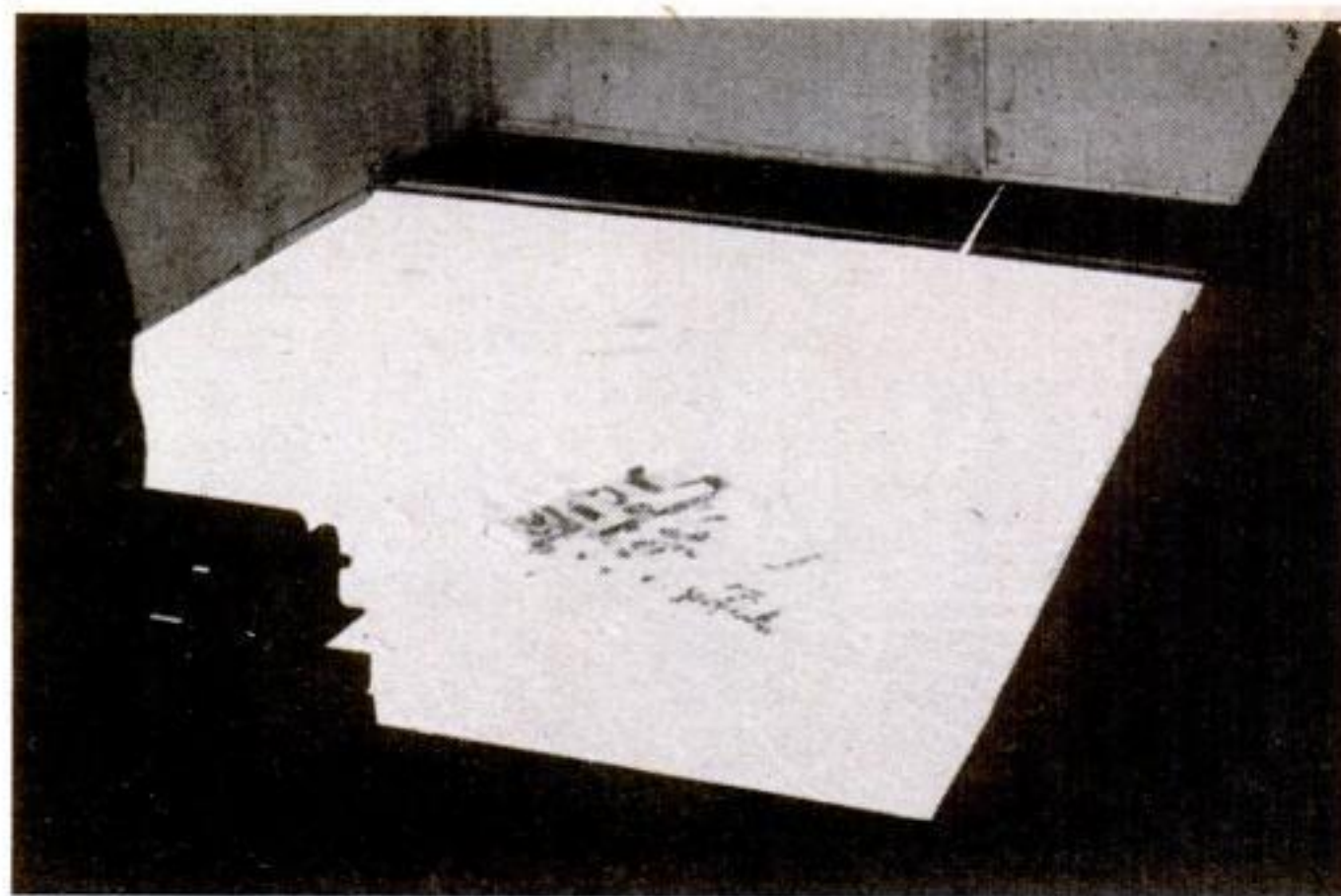


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POLE FROM THE AIR is seen through cargo hatch of a C-124 Globemaster. Dr. Paul Siple and 17 others have lived there for past 11 months.

### SOUTH POLE CONTINUED

he could get a better camera angle on the astonishing scenery which he, alone among us, had seen before.

We now understood why those experienced in the antarctic always speak of going "up" to the South Pole and never "down," as is the usual talk. Even our big plane, the most powerful machine ever seen in the middle of Antarctica, practically had to struggle to get up the awful slope, and as we circled, gained height, and tried it again, I thought of the poor old *Que Será*, with its engine boiler heavy in its belly, being coaxed up there time and time again by Gus the barber.

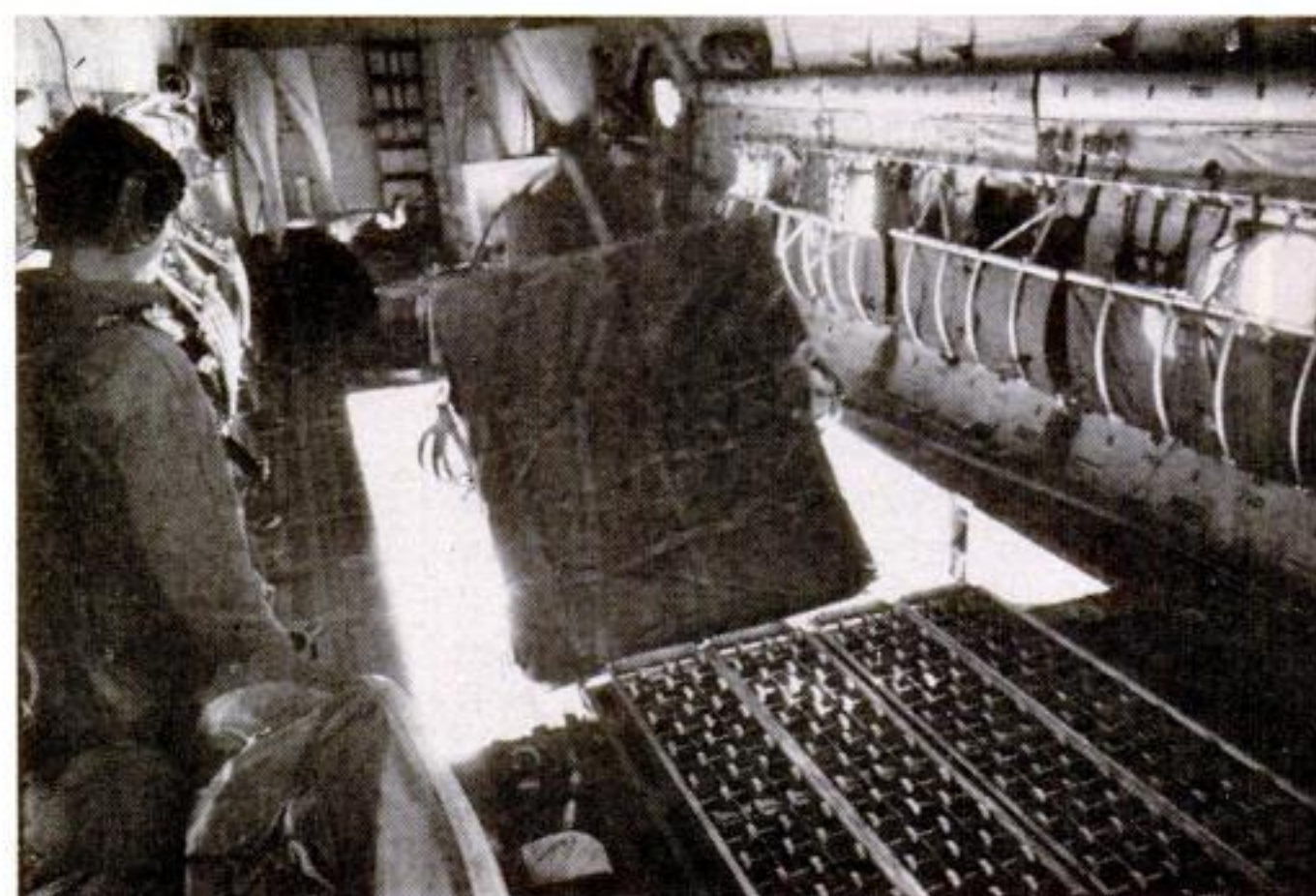
At the top of the slope, over the 10,000-foot-high polar plateau, we relaxed again. One or two had a whiff of the oxygen bottle either because of the excitement or because of the big party the night before. We were over dead flat featureless ice. Most people went to sleep.

They were awakened by the intercom: "We shall be over the pole in 15 minutes. Please put on your winter clothing and be prepared for a sudden drop in temperature when we open the doors." So spoke the intercom and we all pulled on our gloves and parkas. Then: "I'll count you down with 10." It was the pilot speaking to the loadmaster, and I had borrowed a pair of earphones to listen. "Ten—nine—eight—seven—six—five—four—three—two—one—Leggo!"

I took off my earphones and fiddled about, looking for my camera. I wanted a picture of the next consignment of the mighty load we were carrying going out through the doors in the belly of the aircraft. But when I had adjusted my camera and looked into the viewer, there was nothing there. Another 20-odd tons of gear for Dr. Siple and his 17 brave men, who were to be at that place where the pedestal fits into the globe for the next nine or ten dark and maybe dreary months, had shot out of the aircraft and were floating down by parachute before I could look up. "That completes our mission," said the earphones when I put them on again. And it completed mine too.

"Was it cold down there?" is the first question everybody asks when one says one has been to the South Pole.

To tell the truth, I didn't really notice.



AUTHOR'S VIEW OF POLE, in picture taken by another photographer, was obstructed by plane's interior and by a supply package dropping away.



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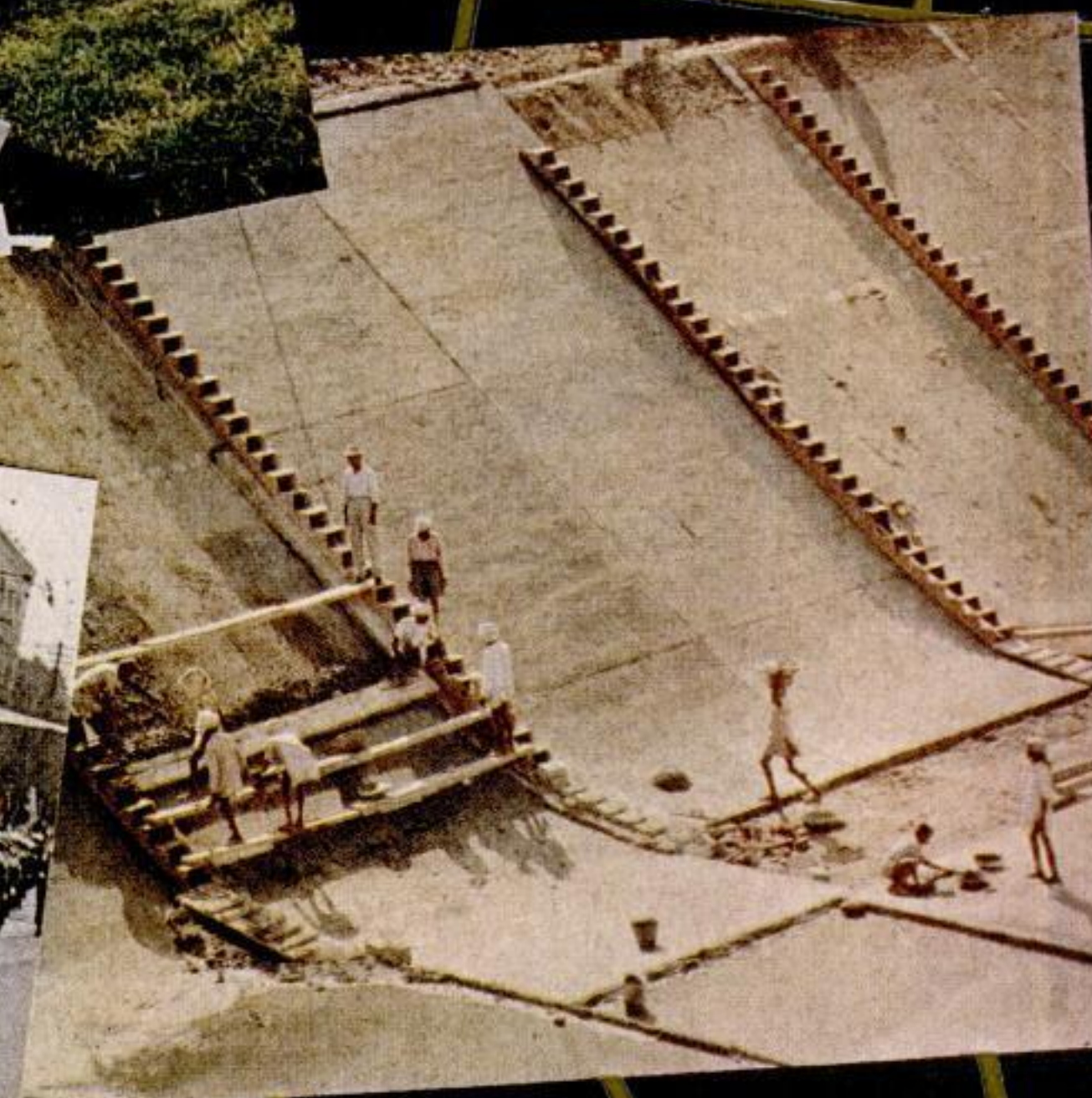


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ARMSTRONG WAITS IN THE PLANE AS A FIRE TRUCK (LEFT) HOSES DOWN JAZZ FANS THAT AN OVERMATCHED TWO-MAN POLICE ESCORT COULD NOT HANDLE

# LATIN BLOWOUT FOR LOUIS

In jazz tours around the world Louis Armstrong has become accustomed to wild welcomes. But when his plane set down at Buenos Aires and he saw what awaited him, he refused to get out. Some 5,000 young Argentinians were swirling around the plane chanting, blowing horns and making a riot out of a welcoming party. A fire truck moved in on the happy mob of hot jazz lovers and cooled them off (*above*). Louis made a dash for safety, but the crowd closed in again, battering him with kisses and

punches while fishing in his pockets for souvenirs. What troubled Louis most was that someone socked him on the lips. "One more hit like that and I'm through," he groaned. "This isn't in the contract."

Playing in the Opera Theater, Louis bewitched his audience and between shows began to enjoy himself at parties held in his honor. But the crowds outside his theater were still so enthusiastic and threatening that Louis was forced to take measures to protect his precious lips (*next page*).

CLAPPING TIME AND SINGING, LOUIS, SINGER VELMA MIDDLETON (NEXT LEFT), HIS WIFE LUCILLE ENJOY MUSIC AT PARTY GIVEN BY NEWSPAPER "LA PRENSA"



CONTINUED





**TRYING OUT GIFTS** from the Argentine Singer Osvaldo de los Rios (*left*), Louis tries on a poncho while looking over a silver-sheathed Gaucho knife.




**SEEKING PROTECTION** for his lips, Armstrong with wife's help puts on catcher's mask he bought in preparation for other bouts with Argentine fans.

**TEAMING UP**, Louis does a duet with Velma Middleton (*below*). Most Argentines could not understand the words, but loved the songs all the same.

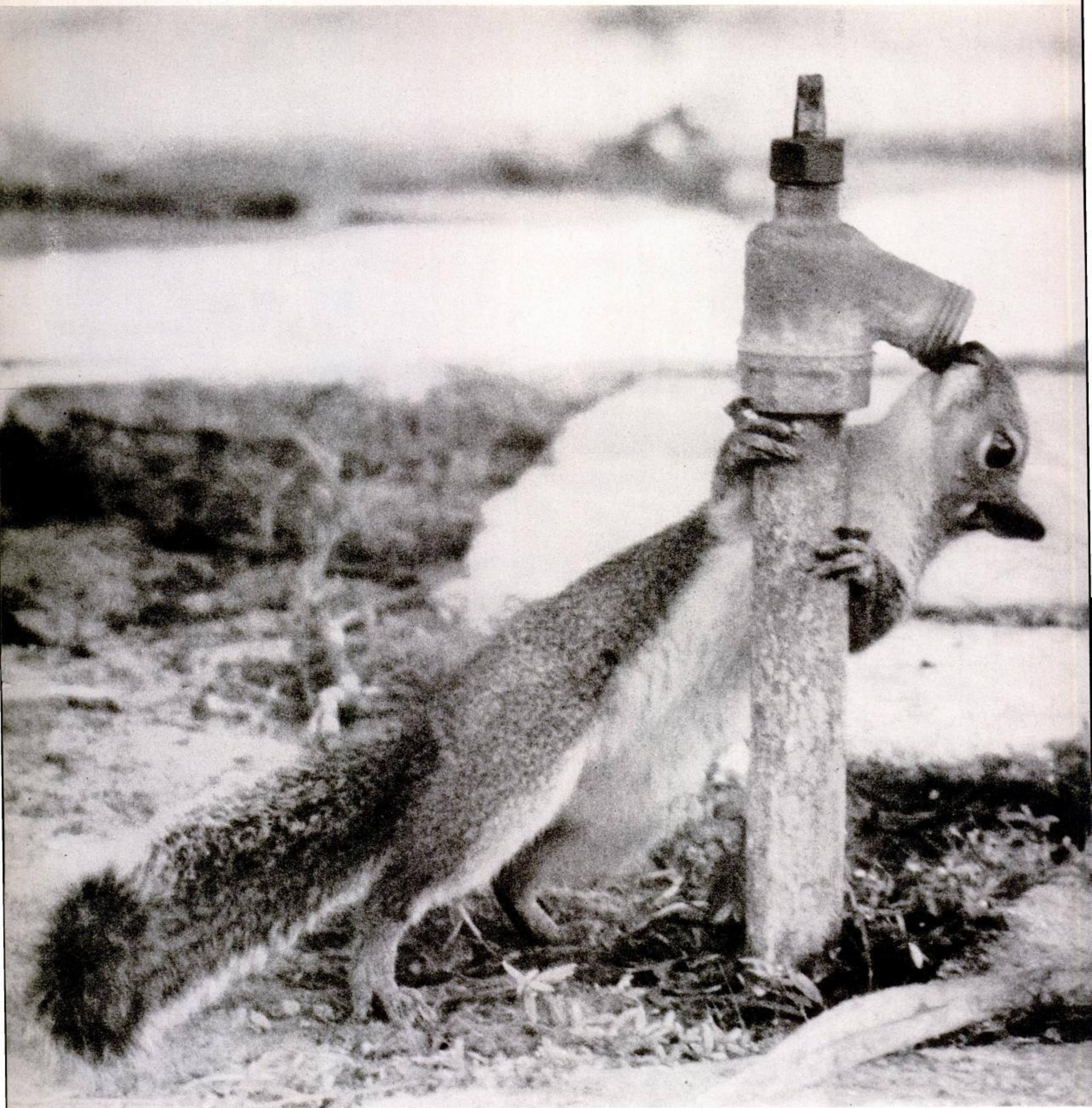






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## AN INCLINATION TO DRINK

When Photographer Pete Peters of the Orlando, Fla. *Sentinel-Star* heard about the squirrel his fiancée, Joyce Russell, had seen, he was sure he had missed a wonderful picture. In Lake Eola Park, Joyce had seen a squirrel walk up to a dripping water faucet and drink from it. On his next day off Peters

stationed himself near the spigot. For an hour it looked as though he was wasting his time. But then the squirrel appeared. It scampered around, stuffing itself with bits of food. Finally, it advanced on the spigot and, hanging on like a slapstick movie drunk at a lamppost, enjoyed a refreshing drink.





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